

HOPE ESPOSITO

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EDUCATION

Texas Tech University, Lubbock, TX

Date of graduation: May 2026

Bachelor of Arts in Advertising, Bachelor of Arts in Media Strategies, Minor in General Business

EXPERIENCE

Centene Corporation | Austin, TX – Remote | July 2024 – Present

Communications Intern

- Develop and assist with marketing, communications, and public relations efforts for health plan.
- Create and draft internal and external communications including health related content and press releases.
- Network and interact cross functionally across the many health plan departments to improve member outcomes.

ETC Consult | Dublin, Ireland | May – July 2025

Marketing Intern

- Developed search engine optimization for the website by updating site backend keyword information.
- Created educational LinkedIn carousels sharing information about career finding and progression through Canva.
- Helped expand marketing tactics by writing blogs, observing media engagement analytics, and video production.

Texas Tech Bullet Advertising Team | Lubbock, TX | Nationals 2nd Place | Sept. 2023 – May 2025

2024-2025 Creative Team Director, Production Committee Head

- Created a full advertising campaign for AT&T and presented the campaign in a national competition.
- Constructed campaign copy, print ads, video spots, and promotions tailored to AT&T's brief and research.
- Planned, filmed, and edited short/long form videos used for commercials and social media using Adobe Premier.

2023-2024 Book Edit Committee Head

- Designed and pitched a Tide laundry detergent campaign, earning 2nd place among 108 national teams.
- Performed extensive research to inspire campaign taglines, copy, print ads, video spots formatted for Tide's brief.
- Wrote and edited the final campaign book for judges containing the team's full-scale campaign guide.

Texas Tech Parents Association | Lubbock, TX | May 2023 – Aug. 2024

Social Media/Communications Intern

- Created curated content for TTU student parents on Facebook boosting reach **81%**, interactions **108%**, link clicks **209%**, and followers **33%**.
- Produced newsletter articles and coordinated with organizations to highlight University events and opportunities.
- Redesigned the TTPA website to display updated initiatives, graphics, colors, and pictures using HTML code.

The Daily Toreador TTU News publication | Lubbock, TX | Jan. 2023 – Oct. 2023

Photographer / Multimedia Team

- Shot, edited, and captioned photos/videos of the campus and community for DT website and social media.
- Wrote captivating headlines, cutlines, and descriptions to format photos for website and file storage.

INVOLVEMENT

Texas Tech College of Media & Communication Study Abroad

Texas Tech Advertising Federation and Team Advertising and Brand Strategy – Scarlet Social

Women's Service Organization – Executive Council

Texas Tech University College of Media & Communication Dean's Student Ambassadors

Texas Tech Advertising & Brand Strategy Capstone Course – Account Executive

AWARDS

2024 and 2025 National Student Advertising Competition AAF District 10 1st Place Award

2024 National Student Advertising Competition Nationals Best Visual Design & Craft Award

2024 National Student Advertising Competition Nationals 2nd Place Award

C.R. "Choc" Hutcheson Endowed Scholarship in Mass Communications

Hub City Advertising Competition 2nd Place Award

Texas Tech University Presidential Merit Scholarship

SKILLS

Adobe Creative Cloud, Canva, Meta Business Suite, GSuite, Microsoft 365, WordPress, Khoros, Workshop