

# PROFESSIONAL EXPERIENCE

Public Relations Specialist | Virginia Union University



Mar. 2016 - Present

- In charge of the design, strategy and execution of social media campaigns on the official social media accounts of Virginia Union University for a collective audience of over 25,000.
- Accelerated growth on all platforms by an average of 1000 likes and follows within first year, and created social media accounts that generated 1000 followers in the first 6 months.
- Webmaster for Virginia Union University's website, and oversaw the redesign of over 700 pages of web content during a website update in August 2016.
- Received a Title III mini-grant of \$2,760.44 for proposal, "Discovering Best Practices to Enhance the Digital Presence of Virginia Union University", to attend the Portland Digital Summit in July 2017.
- Advise and lead Panther Talk student news organization and interns in the University Media and Relations Department of Virginia Union University.
- Writer and designer of university-wide internal communications.

Promotions Assistant | Alpha Media

Oct. 2015 - Mar. 2016

- Brand ambassador for WLFV-FM (98.9 The Wolf), WWLB-FM (93.1 Hank FM), and WBBT-FM (107.3 BBT), and coordinated radio events with sponsors.
- Curated content on social media outlets to an audience of over 5,000.

Community Cultivator | The Yeomen

Mar. 2014 - Mar. 2015

- Responsible for all customer relation inquiries for local and international companies.
- Gave monthly reports to clients detailing ticket volume, ticket response time, escalation of tickets and chain of flow.

## PROJECTS

Making a Difference For You, Inc.

Feb. 2017 - Feb. 2018

- Volunteer tutor, publicist and web designer for community outreach.

804RVA

Oct. 2015 - Mar. 2016

- Implemented 804RVA's social media marketing by creating content to generate website traffic.

Be Emergent

Oct. 2015 - Mar. 2016

- Created digital social media content for 6 companies to an audience of over 20,000.

## EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

B.S. Mass Communication  
Aug. 2009 - May 2013

## CONTACT

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