

EDUCATION

Howard University School of Communications, Washington D.C.

Richmond: The American International University, London, England

Bachelor of Arts, Advertising Cumulative GPA: 3.97

Graduation: B.A. Candidate, 2015

Study Abroad Program: Spring 2014

Minor: History, Theatre Arts

EXPERIENCE

Viacom Media Networks, Summer Associate- Velocity, New York City

May 2015- August 2015

- Liaise with Design, Editorial and Video Production, and Integrated Marketing to create exclusive content for Viacom channels
- Manage creative process from pitch to completion to ensure team has key assets and is executed on schedule

AARP, Internal Communications Intern, Washington, D.C.

November 2014- May 2015

- Redesigned and update Intranet Website daily using InfoNet to create visual, simple layout, that is user-friendly for employees
- Assisted facilitating weekly meetings with advertising agency Hager Sharp to forecast future earnings as a result of promotional ideas

FOX Sports University, Media Consultant, Washington, D.C.

August 2014- December 2014

- Designed Creative Advertising Campaign to increase viewership for Major League Baseball on Fox Sports 1 Network
- Constructed Media Plan and client-ready plans book in order to increase viewership 25% in target demographic

Howard University Student Association (HUSA), Executive Chief of Staff, Washington, D.C.

May 2014- May 2015

- Managed and oversee 78 staff members of the university student government; plan all meetings, retreats, and end-of-year awards
- Liaison between the executive cabinet, HUSA, 6 student councils, and university staff

HBO, Domestic Network Distribution Intern, New York City

June 2014- August 2014

- Supplied point-of-sale marketing strategies for cable companies: Time Warner Cable, Comcast, and Charter
- Produced and presented millennial deck focused on cable retention strategies in front of Time Warner Cable and HBO execs
- Organized and developed Employee Brand Proposition for Project HBO by conducting research on external and internal brand

Fluent, Macy's Brand Promoter and Ambassador, Washington, D.C.

August 2013- November 2013

- Conducted 40 peer-to-peer conversations every week discussing Macy's Brand and Style
- Created 6 innovative blog posts per week for social media platforms to help create brand awareness
- Led and implemented 4 Campus Activations including Clothing Drive, Red-Star Event, Catwalk Competition, and Photo Shoot

Weber Shandwick, Consumer Marketing Intern, Chicago, IL

May 2013-August 2013

- Monitored and tracked client media coverage and placements for Motorola Mobility
- Curated and built media lists using CisionPoint and tracked impressions for various outlets using Compete.com
- Assembled, shipped, and tracked mailers for various events including Long-Lead Editor Event for Moto X launch

National Society of Collegiate Scholars, Communications Intern, Washington, D.C.

January 2013- May 2013

- Created a digital press archive that organized NSCS press on server
- Contributed to weekly TalkNerdy2Me.org blog with Study Break segments; Wrote 4 feature articles published on NSCS Website
- Conducted interviews with NSCS members, compiled information for publication;

Billionaire Dreams, Inc., Director of Marketing/Communications, Washington, D.C.

April 2012- September 2013

- Gathered demographic data from 9 middle school and high schools to encourage students to participate in program
- Helped to create non-profit organization dedicated to entrepreneurship education and business development for young adults
- Outreach using social media, brochures, and press release to increase brand awareness
- Created and managed marketing budget; developed and helped execute marketing plan

NAACP, Marketing/Communications Intern, Cincinnati, Ohio

May 2012- August 2012

- Spearheaded public and media relations effort in order to increase membership by 40 people; Creation of membership database
- Contacted hundreds of members regarding membership renewals and Annual Freedom Fund Dinner

Career Education Development & Research (CEDAR) Center, Brand Ambassador

August 2011- May 2012

- Recruited over 300 students across campus for various career opportunities with companies like Verizon, Nike, Chrysler, etc.
 - Hosted 3 career fairs throughout the entire year working with over 150 recruiters
 - Developed marketing team to help brand Verizon Wireless with *The Buried Life* television show
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SERVICE AND LEADERSHIP

• **Mentor, Freshman Leadership Academy**

September 2011- Present

- Developed mentorship relationship, completed 2 case studies, attended bi-monthly workshops to increase leadership skills
- Cultural Immersion Trip to China and Japan to complete case studies on human rights and cultivate international development

• **Tutor, Reading Partners D.C. 2012**; tutor and mentor elementary students in area of literacy

September 2012- August 2013

HONORS

International Radio and Television Society (IRTS) Fellow • Howard University Capstone Award Scholarship \$40,000 •

National Herbert Lehman Scholar through the Legal Defense Fund • Member of The National Society of Collegiate Scholars •

Delta Sigma Theta Sorority, Incorporated • Ron Brown Scholar • National Association of Black Journalists

LAGRANT Foundation Scholar • NAACP ACT-SO Gold Winner • Howard Players

RELEVANT SKILLS

Editorial: feature articles, short stories, biographies, essays, editorial pieces, press releases, media lists, and research reports

Technical: Green Screen and teleprompter experience • iMovie • Final Cut Pro • Factivia • Critical Mention • Compete.com

CisionPoint • Radian6 • Adobe Photoshop

Project Management: MediaSilo • JIRA