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Objective

Dynamic and results-driven communications professional with experience in multimedia production, social media strategy, and public relations. Adept at increasing engagement through innovative campaigns and skilled in crafting compelling narratives. Seeking to leverage my expertise to contribute to impactful communication strategies and brand development.

Education • **May 2025 Bachelor of Arts, Mass Communications, Tougaloo College**
Concentration Public Relation and Journalism

- ★ **Thesis:** "A Look Into the Increased Need for Emergency Management Plans as it Relates to School Shootings"
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Skills

- ★ **Social Media Marketing & Strategy:** Audience engagement, SEO, user-generated content, paid/organic media, and web publishing.
 - ★ **Multimedia Production:** Video (Adobe Premiere Pro), graphics (Photoshop, Canva), and audio.
 - ★ **Content Creation & Copywriting:** AP Style writing, scriptwriting, storytelling, headline creation, and copy editing.
 - ★ **Public Relations & Media Relations:** Crisis communication, press releases, media outreach, and brand management.
 - ★ **Event Planning & Coordination:** Project management, campaign execution, and partnership development.
 - ★ **Data Analytics & Reporting:** Audience analysis, campaign performance, and strategic optimization.
 - ★ **Communication & Leadership:** Team collaboration, deadline-driven execution, and strategic content leadership.
 - ★ **Technical Proficiencies:** Adobe Creative Suite (Premiere Pro, Photoshop, Canva), Microsoft Office Suite.
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Work Experience

Representative Hulum Administration | *Social Media Marketing* | Jackson, MS | Jan. 2025 – Present

- ★ *Develop and implement social media strategies to enhance the Representative Hulum Administration's online presence.*
- ★ *Create and schedule engaging content across multiple platforms, increasing follower engagement by 25%.*
- ★ *Monitor social media trends and analyze metrics to optimize campaign performance and reach.*
- ★ *Collaborate with the communications team to craft messaging and promote key initiatives to constituents.*

Eagle Eye News | *Lead Producer and Reporter* | Tougaloo, MS | Aug. 2024 – Present

- ★ Analyzed audience data to improve content strategy and increase viewership.
- ★ Led a team of 10 reporters, producing high-quality news segments that increased digital viewership by 35% through strategic story finding, scriptwriting, and rundown creation.
- ★ Managed production schedules to ensure timely delivery of multimedia content, including videos and social media posts.
- ★ Utilized video editing software to create polished segments.

WLBT Grey Media Training Center | *Multimedia Intern* | Jackson, MS | Aug. 2024 – Dec. 2024

- ★ Managed production schedules, ensuring seamless communication with reporters and on-air talent to meet deadlines for multimedia content, including video stories and social media posts.
- ★ Worked as an ENPS Editor, managing scripts and rundowns for live broadcasts.
- ★ Developed promotional commercials for local vendors to introduce new products to their stakeholders.

Brown PR LLC | *Assistant Account Manager* | New Orleans, LA | May 2022 – Jan. 2024

- ★ Developed and distributed press releases, media kits, and pitches, securing coverage in 10+ media outlets.
- ★ Managed media lists and monitored press coverage, leading to a 30% increase in campaign reach.
- ★ Led PR initiatives for nonprofit clients, resulting in a 40% growth in audience engagement.

BlessedBLVD Clothing Brand | *Corporate Brand Manager* | New Orleans, LA | July 2024 – Oct. 2024

- ★ Oversaw social media strategies to increase brand visibility and engagement.

- ★ Cultivated relationships with brand ambassadors to maximize their influence.
- ★ Developed and executed public relations and advertising campaigns to enhance brand reputation.

Gamma Psi Chapter of Delta Sigma Theta | Social Media Manager | Jackson, MS | Nov. 2022 – Sept. 2024

- ★ Managed social media platforms, creating content and advertising events through paid, owned, and organic media, increasing engagement by 60%.
- ★ Planned and executed events, including a mental health scavenger hunt with 200+ participants, and collaborated with other organizations for partnerships and volunteer opportunities.
- ★ Led community service projects, including voter registration drives and political education forums, strengthening local outreach efforts.
- ★ Developed digital campaigns and crafted engaging content, resulting in a 25% increase in post interactions.

WLOOMy35 | Social Media Specialist | Jackson, MS | Aug. 2022 – Jan. 2023

- ★ Designed engaging graphics for social media platforms.
- ★ Conducted research for a local player spotlight segment.
- ★ Collaborated with HBCU communication and athletic departments.
- ★ Managed contract information and data to increase community awareness.

Landslide Political | Community Outreach Covid Researcher | Jackson, MS | Nov. 2021 – Dec. 2021

- ★ Disseminated information to the community about vaccine information.
- ★ Presented on Covid-19 and the vaccine.
- ★ Conducted interviews to debunk myths surrounding Covid-19 and the vaccine.

Leadership Experience

The Blue House Conference on Student Affairs | SGA President's Peer Leadership Council | Tougaloo, MS | Aug. 2024 – April 2025

- ★ Served as a liaison between students and administration, contributing to policy improvements.
- ★ Developed campus engagement strategies, leading to a 25% increase in student participation.

Student Government, Tougaloo College | Class Representative | Jackson, MS | May 2021 – May 2023

- ★ Chaired and organized events focused on student mental health, reaching over 200 students and fostering a supportive campus environment.
- ★ Provided a platform for students to voice concerns, facilitating discussions that engaged 150+ participants.
- ★ Collaborated with student organizations to plan Tougaloo's Homecoming events, increasing student participation by 30%.

**Tougaloo Ambassador of Meritorious Scholars | *President and First Year Trainer* |
Tougaloo, MS | Aug. 2020 – Present**

- ★ Coordinated and delivered informational tours to prospective students and families.
- ★ Served as a college recruiter at college and career fairs.
- ★ Led recruitment campaigns, contributing to a 15% increase in student enrollment.
- ★ Strategized to increase enrollment at Tougaloo College.

**Tougaloo College Mass Communication Department | *Public Relations Student Intern* |
Tougaloo, MS | Jan. 2023 – May 2023**

- ★ Crafted promotional materials, including brochures and infographics, boosting event attendance by 30%.
- ★ Managed public relations efforts for department events and fundraisers, securing media coverage in local news outlets.
- ★ Wrote and distributed press releases that increased social media engagement by 40%.

**Student Activities Council, Tougaloo College | *Student Representative* | Jackson, MS |
April 2021 – Aug. 2023**

- ★ Worked with several groups and under multiple systems to create Tougaloo's 22-23 Homecoming.
- ★ Created a pathway for students to voice their needs and ideas to increase student engagement.

**Student Government Association: Senior Class | *Senior Class Advisor* | Jackson, MS |
Aug. 2023 – May 2024**

- ★ Provided strategic guidance and mentorship to senior class representatives, ensuring effective leadership and project execution.
- ★ Assisted in planning and organizing senior-focused events and activities to enhance class unity and engagement.
- ★ Supported the development and implementation of initiatives to leave a lasting legacy for the graduating class.

Mass Communications Society | *President* | Jackson, MS | Aug. 2021 – Aug. 2022

- ★ Led community outreach initiatives supporting survivors of Rolling Fork, fostering impactful connections and providing resources.

- ★ Organized and executed campus-wide events, including Mass Comm Day and high-profile celeb interviews.
 - ★ Enhanced student engagement and professional networking opportunities.
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Special Projects

"Between Classes" Podcast | *Host & Producer Jackson, MS* | Jan. 2025 - Present

- Lead discussions on topics relevant to HBCU students, culture, social topics, and current events.
- Conduct interviews with students, professionals, and experts to provide insight and resources.
- Research, script, and produce engaging content for a diverse audience of college students and career professionals.
- Promoted content across digital platforms, increasing audience engagement.

"The Art of Humanities-Tougaloo's Past, Present, and Future" | *Documentary Writer/ Producer/ Talent* | 2025

- Produced a **fifteen- minute documentary** featuring student interviews and historical insights.
 - Directed interviews, wrote scripts, and edited footage to create a compelling narrative.
 - Highlighted the impact of the program, increasing awareness and student engagement.
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Honors & Activities

- ★ Dean's List, Sophomore Year (2022)
 - ★ Tougaloo Harambee Newspaper (2021-2023)
 - ★ Pre-Alumni Council (2020-2023)
 - ★ Cheer/Dazzling Dancing Divas (2021-2023)
 - ★ Gulf Coast Club (2020-Present)
 - ★ Tougaloo Womanhood (2020-2022)
 - ★ NAACP (2020-2021)
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Volunteer Experience

WHI HBCU International Affairs Cluster | *Social Media Manager* | *Washington, DC* | *Nov. 2024 – Present*

- ★ Manage digital platforms and amplify engagement with HBCU students.

WILLS4MISSISSIPPI Nonprofit | *Media Management* | *Jackson, MS* | *Jan. 2025 – Present*

- ★ Lead website and brand package development for the nonprofit.

Salvation Army Holiday Feed the Needy Drive | *Wiggins, MS* | *Nov. – Dec. 2018-2024*

- ★ Coordinated meal distribution, serving over 500 individuals annually.
- ★ Managed outreach efforts, increasing volunteer participation by 30%.

Moss Point School District Communications Summer Program | *Student Intern* | *Moss Point, MS* | *May 2022 – Aug. 2022*

- ★ Created graphics and public service announcements for student events.

Tougaloo College Food Pantry Organization | *Tougaloo, MS* | *Aug. 2021 – Feb. 2022*

- ★ Streamlined food pantry organization and increased student engagement.

SLDS Dance Team | *Gulfport, MS* | *Aug. 2020 – May 2022*

- ★ Performed at parades and events, mentoring young girls.

New Horizons Food Drive | *Jackson, MS* | *Nov. 2021*

- ★ Prepared and distributed food packages to those impacted by COVID-19.

Poll Watcher | *Gulfport, MS* | *Nov. 2020*

Assisted in voter registration and coordinated voting activities.

References

Available upon request.