

404. 409.5759 • 3405 Long Lake Drive • Douglasville, GA 30135

EDUCATION

The University of Georgia | Athens, GA

M.A. in Journalism and Mass Communication (Public Relations)

December 2009

Bachelor of Arts in Journalism

August 2004

TEACHING INTERESTS

Introduction to Public Relations

Public Relations Writing

Public Relations Administration

Introduction to Mass Communication

Media Ethics

Digital & Social Media

Race, Class and Gender in the Media

Critical and Cultural Studies

SKILLS & COMPETENCIES

Health Communication

Blog & Web Development (WordPress; Wix; Blogger)

Nonprofit Management

Adobe Creative Suite (Photoshop; InDesign, QuarkXpress)

Media Literacy

Microsoft Office Suite (Word; Excel; Power Point; Publisher)

Social Marketing

Social Networking (Facebook; Twitter; Instagram; LinkedIn)

TEACHING & TRAINING EXPERIENCE

University of West Georgia – Carrollton, GA

COMM3310 (Consultant) | Spring 2010

COMM 1154 *Online* (Adjunct Instructor) | Fall 2011, Spring 2011, Fall 2012, Spring 2012, Summer 2012

COMM 1154 (Adjunct Instructor) | Maymester 2014

YES! and North Carolina Departments of Public Health Youth Trainings – Raleigh, NC

Media Training *Internal* | 2010-2011

Tobacco-Prevention Campaign Training | 2010-2011

Social Media Training | 2010-2011

Colegio Americano – Cali, Colombia

English – Elementary Levels | Fall 2004, Spring 2005

Taught primarily in Spanish to a Spanish-speaking audience

COMMITTEES & PROFESSIONAL DEVELOPMENT

Black Diaspora Professional Network – Ogilvy & Mather (2012-2014)

Founded and led the Atlanta chapter of one of Ogilvy's nine professional networks designed to leverage the talents and ideas of professionals of color. Oversaw planning for professional development seminars, mentorship program and office-wide events.

Ogilvy Red Ropes (2012)

Trainee and winner of the company's 10-week 360° integrated marketing program for young professionals.

Ogilvy Atlanta Student Programs (2012)

Planned summer program activities and workshops for 12 interns; hosted UWG Mass Communications majors for tour and young professionals' panel; facilitated shadow days for individual students.

Wake Adolescent Council – Wake County, NC (2010)

Member of council established to coordinate efforts of the county's youth-serving organizations to more effectively meet student educational and health needs.

Wake County Department of Health Obesity Conference (2010)

Participated in strategic planning process to develop conference for Wake County companies, organizations and citizens concerned with addressing root causes and implications of increased obesity rates.

Hemophilia of North Carolina Latin Union (2009-2010)

Served as client services coordinated and managed events, programs and outreach efforts for the organization's Spanish-speaking clients.

10th Annual National Outreach Scholarship Conference – University of Georgia (2009)

Coordinated international student poster reception, hosted ambassador of Tanzania, designed and produced program for Kellogg Award reception.

UGA Department of African Studies Service-Learning (2009)

Participated in service-learning project in Tanzania and promoted the program by maintaining blog and social media presence, producing designing calendar; producing Service-Learning Magazine.

11th Annual National Outreach Scholarship Conference – North Carolina State University (2010)

Served on committee as paid extension professional producing videos, planning featured panels, coordinating poster session and other events including the reception for the Regional Kellogg-Magrath Engagement Award.

Hemophilia of Georgia Horizons in Hemophilia Newsletter (2004-2006)

Contributing writer to the nonprofits' award-winning newsletter.

Hemophilia of Georgia Student Success Committee (2006)

Produced *The After-School Special*, a guide promoting post-secondary educational pursuits to at-risk clients.

PROFESSIONAL EXPERIENCE

Ogilvy & Mather Atlanta | Loyalty Marketing Account Executive, CRM

Oct. 2011-Jan 2014

Oversaw the creative production and monthly launch of IHG Hotels Group seven brand e-newsletters. Ensured fidelity of various brand identities by advising direction for email campaigns and creating processes for agency-wide adherence to brand guidelines. Assisted in yearly project planning and managed account budgets for IHG email campaigns. Managed the production of print materials for the Boy Scouts of America's annual recruitment campaign. Coordinated the China launch of global food and beverage program within the hospitality industry.

Youth Empowered Solutions Raleigh | Communications Manager

July 2010-October 2011

Developed marketing communications plan to increase awareness of YES! brand and services. Developed social networking policy and moderated online communication efforts. Conducted marketing and public relations training for youth staff engaged in state adolescent health advocacy. Produced internal and external communications including

press releases, by-lined articles, web copy, newsletters, brochures and promotional collateral. Redesigned website and managed web content. Established all internal brand and communications. Led social marketing and fundraising campaigns. Applied for a earned Triangle Community Foundation Grant (\$15,000).

UGA Office of the VP for Public Service & Outreach | Public Relations Graduate Assistant

Sept. 2008-Dec. 2009

Drafted public relations materials including press releases, biographies, and web copy. Updated website content and assisted with development of new website. Hired, trained and managed team of undergraduate interns.

Hemophilia of Georgia | Special Projects Coordinator

June 2006 – July 2008

Coordinated more than 40 client programs and events. Recruited, trained and managed over 150 volunteers, notably increasing male and minority involvement. Supported plan to market camp programs to stakeholders throughout the state of Georgia. Assisted in executing annual “Hit ‘Em For Hemophilia” Golf Tournament, which raised \$600,000.

MSL – Atlanta | Public Relations Extern

Aug. 2005- Jan. 2006

Drafted pitches, conducted daily media monitoring and maintained media relations for Equifax. Gathered competitor intelligence for Under Armor athletic brand. Supported media outreach for Home Depot’s nationwide community service initiative with KaBOOM! Supported media relations efforts for the land dedication of Coca-Cola/Georgia Aquarium’s Pemberton Place.

Weber Shandwick Worldwide (Fitzgerald + CO) – Atlanta | Public Relations Intern

Summer 2004

Coordinated check presentation event for El Paso Church’s Chicken and generated local news coverage. Developed press releases, fact sheets, and media alerts; pitched local and national media for B2B clients such as Fanmats, Delta Machinery and Huddle House. Drafted technical product descriptions for Porter-Cable’s new line of generators.



REFERENCES

Dameon Pope

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Ogilvy & Mather Atlanta

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