

Darryl Lewis II

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EXPERIENCE

FAMU School of Allied Health Sciences Division of Health Care Management

Tallahassee, FL

Administrative Assistant

April 2023 – Present

- Streamlined scheduling for graduate student interviews, improving coordination and efficiency across departments.
- Designed visually engaging event content, boosting prospective student interest and attendance.
- Delivered comprehensive support to students, resolving inquiries and enhancing satisfaction with administrative processes.

Delux Power Jams

Gainesville, FL

Operations Assistant

November 2020 – Present

- Produced professional-quality drops and sweepers, elevating the station's brand identity and audience appeal.
- Coordinated logistics for station-sponsored events, ensuring seamless setup, execution, and equipment handling.
- Managed client invoices and promotional partnerships, maintaining accurate financial records and fostering professional relationships.

FAMU Office of the Vice President, Finance & Administration

Tallahassee, FL

Office Assistant

June 2022 – April 2023

- Implemented an efficient filing system, enhancing document retrieval and reducing processing time.
- Conducted research on higher education trends, contributing data insights for strategic decision-making.
- Supported student employment initiatives, improving collaboration and reporting for university operations.

WAMN-FM 90.5

Tallahassee, FL

Program Director and Production Manager/On-Air Personality

January 2019 – December 2022

- Directed on-air programming and event coverage, engaging a diverse audience and increasing listener retention.
- Developed content calendars and optimized messaging, ensuring alignment with audience preferences and station objectives.
- Operated and maintained broadcasting equipment, producing seamless live and recorded content.

Gomes Media Strategies

Tallahassee, FL

Social Media and Communications Intern

February 2022 – June 2022

- Created and executed inbound marketing campaigns for the podcast The Rotunda, increasing online engagement and visibility.
- Wrote and edited brand-aligned content for digital platforms, enhancing audience connection and consistency.
- Analyzed campaign performance metrics to refine strategies, improving effectiveness for future initiatives.

AdThrill Inc.

Tallahassee, FL

HBCU Brand Management Intern

Jan 2022 – April 2022

- Planned and executed the "Break 4 Bucks" campaign, increasing app downloads and user engagement.
- Developed high-impact marketing materials tailored to the HBCU audience, boosting brand visibility on campus.

LEADERSHIP & PROFESSIONAL INVOLVEMENT

FAMU School of Allied Health Sciences

Tallahassee, FL

Communications Committee Member

April 2023 -- Present

- Designed newsletters and graphics, applying brand messaging strategies to connect with stakeholders and boost engagement.

SKILLS

- Search Engine Optimization
- Video editing
- Writing and Editing
- Audience Engagement
- Data Analytics
- Graphic Design
- Brand Messaging
- Content Creation/Marketing
- Audio Production
- Public Speaking

EDUCATION

University of Florida, College of Journalism and Communications

Gainesville, FL

Master of Mass Communication, Digital Strategy (In Progress)

- Anticipated Graduation: December 2026

Florida A&M University, School of Journalism & Graphic Communication

Tallahassee, FL

Bachelor of Science, Public Relations (December 2022)

- GPA: 3.0