

Professional Experience

February 2022 - Present

Development Associate and Social Media Specialist

The University of Texas at Dallas, Richardson, Texas, United States

- Primary account manager for UT Dallas Alumni Instagram, Facebook, Twitter and LinkedIn pages
- Implement social media strategy and campaigns for presentations to overseeing staff for progress reports
- Identify opportunities and features to expand alumni engagement by staying relevant with other university alumni social media trends and market research
- Collaborate with multiple campus departments for increased impressions and promotion of events and campaign initiatives
- Assist in copywriting, editing, and proofreading for multi-channel campaigns, such as social media captions, direct mail marketing materials, emails, etc.
- Develop web forms using Qualtrics and NetCommunity to engage alumni

October 2020 - December 2021

Student Assistant

Midwestern State University, Wichita Falls, Texas, United States

- Assisted the department chair in projects related to the Mass Communication Program
- Created event and meeting flyers using Canva and Adobe Illustrator
- Assisted with planning and coordinating Mass Communication Department tours and recruiting events
- Managed student engagement projects with little to no supervision

July 2020 - August 2020

Communications, Outreach and Marketing Intern

City of Dallas, Dallas, Texas, United States

- Planned, organized, and coordinated social media content, press releases, and online articles
- Produced original content such as graphics, photos, video gifs, animations, etc. to support published online articles
- Assisted Communications, Outreach and Marketing staff with special projects, educational campaigns, news conferences and special events
- Assisted with public information queries and gathered daily news clips and/or recap media reports
- Supported the office's community outreach efforts by regularly updating social media with current news and events

August 2019 - May 2020

English Tutor

Pitt TRIO Student Support Services, Wichita Falls, Texas Area

- Helped university students with English and Literature classes by editing grammatical errors, creating essay outlines and analyzing assigned readings

June 2018 - August 2018

Student Intern

On-Target Supplies & Logistics, LTD., Dallas/Fort Worth Area

Karrington Bradley

Communications Professional

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<https://karringtonbradley.wordpress.com/>

Successful brand manager recognized for high creativity, great organization, and communication skills. With proven experience in maintaining a company's brand image and driving positive collaborations with other organizations.

Key Skills

- Microsoft Office Suite
- Copywriting
- Brand Strategy
- Digital Marketing
- Sprout Social
- Paid Advertising (Meta)
- SEO
- Project Managing
- Content Development
- Public and Media Relations
- Presentation Development

- Performed office administration duties and kept company invoices up-to date
- Created flyers for company events and volunteer opportunities

June 2017 - June 2018

Student Intern

MEDCO Construction L.L.C., Dallas/Fort Worth Area

- Assisted in creating presentations for the promotion of construction projects and bidding endeavors
- Wrote corporate biographies for leadership team and managed company's Facebook page

Education

August 2018 - December 2021

Bachelor of Arts, Mass Communication

Midwestern State University

Bachelor's degree in Mass Communication - Magna Cum Laude

Minor in Public Relations and Advertising

- GPA: 3.879
- President's Medal of Excellence
- Redwine Honors Program
- The Wichitan Newspaper - Student Writer
- Amnesty International - Senator
- Women's Student Cultural Council - Council Member
- Black Student Cultural Council - Council Member
- Alpha Kappa Alpha Sorority, Incorporated - Treasurer