

# Viktoria Alston

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## Education

**University of North Carolina at Chapel Hill**  
May 2022

**Bachelor of Arts:** Media and Journalism – Public Relations Concentration; Global Studies  
**Related Coursework:** PR Writing, PR Campaigns, PR Research, PR Case Studies, Media-Ethics, Visual Design for Strategic Communication

## Related Experience

**Chapel Hill, NC**  
Feb. 2022 – Present

### **Communications Assistant - UNC-CH Institute for the Arts and Humanities**

- Coordinate, develop and execute social media strategy and content for Facebook and Twitter to drive engagement and deliver key messages.
- Support communications team by drafting social media and website copy to target key audiences.
- Provide administrative support and create, store, manage and track media and files.

**Chapel Hill, NC**  
Aug. 2018 – Present

### **Organization Chair - Enrich English Language Learning**

- Direct, train and supervise 7 board members and over 80 members to provide English language tutoring to the local immigrant community.
- Manage website; develop communication and outreach strategies to increase organizational impact; increased membership by over 200% in two months.
- Foster strong relationships with stakeholders to build mutually beneficial partnerships.

**Chapel Hill, NC**  
Aug. 2020 – April 2022

### **Content Creator – The Bridge at UNC**

- Coordinated with other staff members to support a weekly publication for women of color.
- Met strict weekly deadlines; produced quality creative content focused on women of color and monthly content themes.
- Researched current events and trends to produce relevant and engaging content.

**Chapel Hill, NC**  
Aug. 2021 – March 2022

### **Public Relations Intern - Miss EmpowHer**

- Researched, developed and implemented public relations strategies to strengthen brand presence and support company goals.
- Created targeted media lists and executed 5 media pitches per month; secured several media placements to build brand visibility.
- Drafted social media content to develop brand image and online presence; increased followers by 24% in two months.

**Raleigh, NC**  
Aug. 2021 – Dec. 2021

### **Public Relations Student Volunteer - Open NC Collaborative**

- Developed written PR deliverables, including press releases and a speech, for a civic tech nonprofit.
- Supervised a five-person team to ensure project deadlines were met.
- Managed client relationship and frequently communicated with client to ensure expectations were satisfied.

## Skills

**Computer:** Adobe Creative Suite, Microsoft Office, Google Workspace

**Other:** AP Style, PR Deliverables (including Press Releases), Website and Social Media Copy, Media Outreach, Project Management, Multitasking, Adaptability, Team Player