

Tamarah Lawrence

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Communications Specialist

Highly skilled, results-driven communications professional with experience developing effective, impactful marketing campaigns and publications. Motivated, collaborative, and enthusiastic team member with proven results managing multiple projects in fast-paced environments. Strategic thinker focused on delivering innovative ideas, solving problems, and meeting organizational objectives.

- Public Relations
- Project Management
- Social Media
- WordPress
- Vendor Management
- Writing & Editing
- Media Relations
- HTML & CSS
- Event Planning
- Market Analysis
- Brand Messaging & Management
- SEO

Career Experience

Sr Account Exec/Media Specialist, Matlock Advertising & Public Relations, Atlanta, GA 2/2017 to Present
40 Hours/Week

Develop, plan, and implement media relations strategies, advertising campaigns, and communications programs at multicultural marketing firm with high-profile clients including Johns Hopkins University, Macy's, Georgia-Pacific, Koch Industries, and Emory University. Collaborate with creative services on unified brand messaging. Manage relationships with target media contacts, arrange and moderate interviews. Coordinate, negotiate costs, and develop content for sponsorship activations.

- Developed public relations and marketing campaigns that resulted in 55% increase in positive media coverage for Koch Industries.
- Increased firm profile and online presence through leadership of social media team, refinement of strategy, and development of weekly content calendar for Matlock social media account.
- Consistently recognized for outstanding performance and achievements with three promotions during tenure.

Public Relations Specialist, Just 4 Girls Salon, Atlanta, GA 9/2016 to 2/2018
20 Hours/Week

Directed public relations, media relations, and communications campaigns for high-end salon group. Developed print collateral materials, coordinated brand messaging across communications channels, and maintained company website and microsites with WordPress and associated plug-ins. Oversaw email-marketing campaign, including content development, SEO, and distribution via MailChimp. Created internal publications, including Employee Handbook.

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- Improved company profile and online presence through development of social media calendar and associated content.
- Extended brand reach through implementation of direct marketing techniques including loyalty rewards programs, digital newsletters, social media/influencers, and email campaigns.
- Increased client base and annual revenue through collaborations with management to develop promotional campaigns.

Social Media Specialist, State of Connecticut, New Britain, CT

2/2015 to 12/2017

20 Hours/Week

Developed and executed strategic social media plan to promote brand, image, and values of Connecticut Children with Incarcerated Parents Initiative. Created monthly calendar content, designed collateral materials, and coordinated branding across multiple communications channels.

- Successfully launched, monitored, and collaborated with program leadership to develop content for Twitter account.

Education/Certifications

Master of Science in Strategic Communication, 2016

Central Connecticut State University, New Britain, CT

Bachelor of Arts in Communication, 2013

Loyola University Maryland, Baltimore, MD

Certificate in Creating Web Pages, The Georgia Center for Continuing Education

University of Georgia, Athens, GA