

LEBARON H. FIELDS

<https://lebaronfields.com> • lebaronfields@gmail.com • (321) 301-7682 • www.linkedin.com/in/lebaronhfields

EDUCATION

Bachelor of Science (B.S.), Public Relations, Magna Cum Laude

May 2023

Florida Agricultural & Mechanical University

Associate in Arts (A.A.)

May 2021

Eastern Florida State College

RESEARCH & PROJECTS

World Class Scholar – [Undergraduate Researcher](#)

Mentor – Dr. Hsuan Huang

August 2022 – May 2023

- Conducted a qualitative study exploring attitudes toward organ and tissue donation among HBCU students, addressing a critical gap in research on young African Americans' perspectives
- Designed and implemented semi-structured interviews using an open-ended questionnaire to collect data on participants' experiences, beliefs, and perceptions
- Analyzed data using thematic analysis, identifying key influences such as cultural and religious beliefs, mistrust of the healthcare system, and a lack of education about the donation process
- Developed insights to inform targeted interventions aimed at increasing organ and tissue donation rates within African American communities
- Used findings to create and shape a public relations campaign focused on increasing awareness and trust in organ and tissue donation practices

Undergraduate Research Project

Mentor – Dr. Bettye Grable

January 2023 – May 2023

- Conducted a quantitative study analyzing social media behaviors, motivations, and preferences of 50 college-aged students enrolled at an HBCU
- Designed and distributed surveys to collect data, focusing on respondents' use of platforms such as Instagram, TikTok, and Twitter
- Applied statistical methods to analyze survey data, uncovering unique social media usage patterns and their impact on academic and social experiences
- Developed an analytical framework to explain the motivations, utility, and perceived effects of social media among Generation Z students
- Identified social media as a vital communal meeting space for HBCU students, facilitating virtual interactions analogous to in-person engagement
- Presented findings to university stakeholders, emphasizing the cultural and social significance of social media within HBCU communities

PROFESSIONAL EXPERIENCE

Communications Associate

United Nations Global Compact Network USA – New York, NY

January 2025 – Present

- Spearheaded the creation of tailored campaigns and communications materials to enhance the visibility of the UN Global Compact Network USA, ensuring alignment with global messaging while addressing the unique needs of U.S. corporate audiences
- Authored and edited speeches, talking points, newsletters, and digital content, demonstrating exceptional storytelling ability and editorial precision to effectively communicate the organization's programming and value proposition
- Collaborated cross-functionally with global and local teams to support key events, crafting promotional materials and coordinating logistics to ensure consistent branding and impactful engagement across various stakeholders

Public Relations & Communications Coordinator

AutoPayPlus – Orlando, FL

November 2023 – September 2024

- Developed impactful communication programs to produce engaging and relevant content including press releases, social media posts, newsletters, blogs, and emails to ensure a consistent brand message
- Managed the companies' brand reputation and media presence and executed targeted media outreach campaigns to generate positive media coverage for new product launches and company initiatives
- Coordinated logistics for industry events, including managing registrations, coordinating with vendors, creating itineraries, and managing brand collateral

Corporate Affairs Intern

Chevron Corp. – Houston, TX

June 2023 – August 2023

- Developed and implemented communication strategies that support media and government relations, employee and executive communications, digital and social media engagement, events, and brand management efforts
- Provided executive coaching on communication strategies and preparation of executive speeches and interviews to ensure clear and compelling messaging that aligned with strategic objectives, and pitched stories to journalists and developed press materials to ensure maximum penetration

Global Business Solutions Sales Intern

TikTok Inc. – New York, NY

May 2022 – August 2022

- Advised tech brands to implement a TikTok-first approach supporting social media growth strategy, generate insights for relevant content trends and topics, identify key influencers, and ensure brand safety
- Coordinated with sales and account leads to develop communication strategies for ad campaigns, ensuring alignment with client objectives
- Monitored campaign performance and identified opportunities for strategic communication improvements

SCHOLARLY LEADERSHIP & ACTIVITIES

Executive Account Manager

Venom PROs

January 2023 – May 2023

- Led client communication campaigns, formulating strategies to align with client goals and business objectives
- Managed communication initiatives across multiple platforms, ensuring effective storytelling and messaging
- Conducted research on market trends and communication effectiveness to optimize client projects
- Identify opportunities to grow the agency practice areas and develop agency business development capacities

Opinions Editor

[The Famuan](#)

August 2022 – May 2023

- Lead staff writers to develop pitches, articles, and diverse creative content for various communication formats including blog posts, website, social, and others, to align with AP style, edit for impact, copy standards, and brand style policy

Chapter President

Public Relations Student Society of America (PRSSA)

August 2021 – May 2023

- Cultivated and maintained effective internal/external relationships with media, crucial stakeholders, and other partners, advanced platform image to ensure brand alignment with ongoing organization priorities
- Worked closely with executive board members to plan initiatives that increased engagement and awareness

Ambassador

FAMU International Student Ambassador Program

August 2021 – May 2022

- Develop and create compelling social content to share experiences and interact with students through multiple platforms
- Raise awareness of academic offerings strategically targeting international students for recruitment purposes

HONORS & AWARDS

- **Tau Sigma National Honor Society** February 2023 – Present
- **Golden Key International Honor Society** December 2022 – Present
- **Phi Sigma Theta National Honor Society** September 2021 – Present
- **Dean's List**, Florida A&M University December 2022
- **30 Under 30 Award**, [Myra Blackmon AdPR Academy](#), November 2022
- **Papa John's Scholarship**, \$5,000 August 2022
- **Honors List**, Eastern Florida State College May 2019

PROFESSIONAL MEMBERSHIPS

- **Public Relations Society of America (PRSA)**
- **National Association of Black Journalists (NABJ)**
- **Society of Professional Journalists (SPJ)**
- **Florida A&M University National Alumni Association**

August 2021 – Present
May 2022 – Present
August 2022 – Present
May 2023 – Present

ADDITIONAL ACTIVITIES

Academic Mentor

[United Black Fortitude](#)

June 2023 – Present

- Provided mentorship and academic support to undergraduate students, developed personalized study plans and guidance on time management setting to achieve academic goals
- Acted as a role model, promoting academic excellence and the importance of persistence in higher education, personal and professional development of mentees through one-on-one check-ins and group activities
- Collaborated with United Black Fortitude leadership to organize events and initiatives, facilitated workshops on topics such as effective study strategies, career planning, and navigating campus resources

2022 Cohort Member

[The Myra Blackmon AdPR Academy](#)

November 2022

- Received over 35 hours of training and mentoring by experts working in the advertising and public relations industries, networked with corporate executives and agency professionals, and competed in a case competition representing real-life clients for a cash prize
- **Recognition: 30 Under 30 Award**
 - A cohort member who demonstrates innovative thinking, strong determination and results through their Academy experience indicating the potential for a long and successful career in the Advertising or PR industry

Graduate Feeder Scholar

[Florida A&M University Graduate Feeder Scholars Program](#)

April 2022

- Participated in a pipeline program promoting graduate education, gaining access to resources, mentorship, and opportunities for academic advancement
- Engaged in workshops, seminars, and networking events designed to prepare participants for success in competitive graduate programs

Cohort #22 Graduate

[The Boyd Initiative](#)

April 2022

- Gained industry insights through workshops, networking events, and mentorship from professionals in media and advertising
- Developed professional skills and prepared for career opportunities through hands-on training and exposure to leading industry practices

TECHNICAL SKILLS & CERTIFICATIONS

Skills: InDesign, Photoshop, Word, Excel, PowerPoint, Canva, Salesforce, Muckrack, HubSpot, Cision, Adobe Premiere, WordPress, Hootsuite, Asana, Outlook, SEO, Google Analytics

Certifications: Muck Rack's Fundamentals of Social Media, Muck Rack's Fundamentals of Media Relations, Amazon's Amazon Retail for Advertisers, Amazon's Sponsored Ads