

Communications • Event Coordinator • Marketing & Promotions • Broadcaster

Talented communications professional with experience in diverse multimedia global corporations. Confident communicator with outstanding interpersonal skills. Ability to interact with both internal and external stakeholders and customers. Experience in television and radio as events coordinator, broadcast technician, on-air radio host, video and audio editor and news reporter. Able to work both independently and collaboratively in time sensitive environments.

CORE COMPETENCIES

<i>Social Content Creation</i>	<i>Public Relations</i>	<i>Digital Marketing</i>	<i>Writing & Editing</i>
<i>News Release Production</i>	<i>Event Coordination</i>	<i>Marketing Communications</i>	<i>Broadcasting</i>
<i>Live Feed Coordination</i>	<i>Internal Communications</i>	<i>Event Logistics</i>	<i>NX Camera</i>
<i>Disaster Recovery Operations</i>	<i>Production Quality Control</i>	<i>Graphics Generation</i>	<i>Adobe Premiere</i>

PROFESSIONAL EXPERIENCE

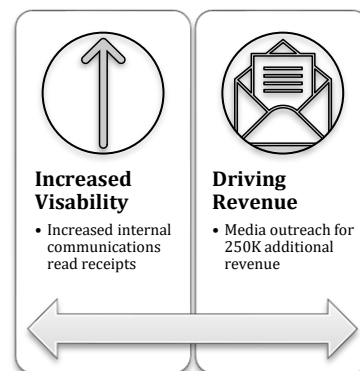
Global Media Company, Richmond, VA

08/2019-Present

Communications Coordinator

As Communications Coordinator, led national and regional media outreach efforts for high profile clients at one of Richmond's premiere marketing and public relations firms.

- Developed and implemented media outreach and marketing strategies for top-tier clients, including The Bell Company, G.T. Bailey & Son, Inc., Extra Industries, Carry Cheese USA and Cote Hill Dairy.
- Increased read receipts and intranet-read receipts by 23% during internal communications campaigns.
- Created and published quarterly employee newsletters with read receipt of 98%.
- Researched, wrote, edited and disseminated 23 annual press releases in 2018.
- Led highly successful media outreach program which garnered two new media clients and increased revenue of \$250K.
- Designed and produced company marketing material for web site, business presentations, brochures and other marketing products.



A Media Company, Richmond, VA

05/2019-08/2019

Content Writer and Producer Intern

Writer and Producer for sports reports that aired on segments for WZ XV radio station. Shadowed station talent and producers to hone radio knowledge.

- Received "Intern of the Year" award for exceeding all intern program metrics.
- Drove listener traffic to website and increased Facebook followers by 59% by ensuring strong social media presence through researching and posting news blogs to the station's Twitter, Instagram, and company website.
- Content creator and on air broadcaster for mini 30-60 second spots for local sports highlights.

WXXX, Richmond, VA

02/2018–05/2019

Radio Host / Radio Broadcaster / Content Creator

Created and delivered content for three shows including a weekly morning show, a weekly talk show, and a solo show to include developing content, selection of music, editing, creating game shows.

- Curated creative content as Co-host of popular morning show with ratings that resulted in sponsorship from local grocery store.
- Edited audio into clips and weekly podcasts for solo show.
- Created 30-second PSA commercials for three shows.

“Drake has one of the most creative minds I have seen. He is on his way to making big things happen in his career.”
-Former Supervisor & Station Manager

A Radio Station, Richmond, VA

10/2017–02/2018

Street Team Member / Marketing & Events Coordinator

Promoted into role after exceptional performance as Intern. Assisted with media, public relations, and marketing for Urban One.

- Acted in the capacity of Marketing and Event Coordinator and charged with coordinating “meet and greets,” setting up and tearing down venues, giving away merchandise, and assisting DJ with promotional activities, typically averaging 3 events a week.
- Liaison between the Marketing and Promotions Department during events, remotes, and live appearances.
- Ensured live broadcast was flawlessly executed by conducting proper checks in setting up and maintaining equipment during events.

A Radio Station

5/2017–9/2017

Communications and Broadcasting Intern

Assisted in creating media content and making on-air guest appearance for WCDX, WKJS, and WXGI. Worked in conjunction with DJ to create topical content creation for the show’s production.

- Developed and voiced 15 and 30-second commercial spots for each station.
- Created promotional marketing materials and assisted with event coordination for several key clients for WKJS and WCDX.
- Developed a mock promotional plan for internship project which resulted in being promoted to Street Team Member.

EDUCATION AND ORGANIZATIONAL ACTIVITIES

B.S., Mass Communications, Broadcast Journalism, 2019
Virginia Commonwealth University, Richmond, VA
Kappa PSI Business Fraternity, Member since 2016
National Association of Black Journalist, Member since 2019