



AC

EDUCATION

DELAWARE STATE UNIVERSITY
DOVER, DE

BA, MAJOR IN MASS COMMUNICATIONS
CONCENTRATION IN PUBLIC RELATIONS
AND ADVERTISING,
MAY 2018

RELATED COURSEWORK

Public Relations Principles and Practices:

A full analysis of the field, with emphasis placed upon areas of specialization, media relations, and simultaneous multi-public workings.

Public Relations Writing:

Practical experience in developing written communications tools used in public relations, such as, press releases, biographies, fact sheets, speeches, brochures, newsletters, and press kits.

Communication in Sport:

Created a website for a school sports team which included press releases, player profiles, logos, and team rosters.

Online Journalism:

Created a blog based upon a campus organization. Responsible for creating original content for weekly posting including, pictures and videos, over the course of the semester.

Integrated Communications Campaigns:

Experience in advertising and public relations through the tasks of solving marketing communications problems and developing an integrated communication campaign.

HIGHLIGHTS

- Alpha Kappa Alpha Sorority, Incorporated
- DSU Public Relations Student Society of America
- Miss Public Relations Student Society of America 2017-2018
- WDSU Radio "The Hive": Public Relations Team
- National Society of Leadership & Success
- Deans List 2016-2018
- The Hornet Newspaper: Contributor

Aniya Carter

CONTACT

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EXPERIENCE

DISRUPT HARLEM CODE SQUAD

HARLEM BUSINESS ALLIANCE | OCT 2018-JAN 2019

- 700+ hours learning HTML, CSS, and JS
- Completed technical and design strategies to enhance 10+ wireframes
- 100+ hours pitching business ideas
- Pioneered the use of A/B testing for products in return increased likes and follows by 51%

CONSULTING INTERNSHIP

IDEA MANUFACTURER | JUL 2018-

- Developed a social media strategy to increase the following of the company's social media platform (Instagram)
- Photo editor and designer of images and content for platforms
- Advised in putting architecture around 2019 including workshops and events

MARKETING MANAGER

COHEN'S FASHION OPTICAL | MAY 2018-

- Developed strategies to improve customer service, drive store sales, and increase profitability
- Created store policies and marketing programs in order to increase sales and grow the existing customer base

SPECIAL EVENTS INTERNSHIP

EXPERIENCE HARLEM | MAY 2018 - OCT 2018

- Assisted in the setup, running of and break down of events.
- Assisted in the distribution or delivery of marketing materials.
- Assisted in the check-in process.
- Used various social media platforms to promote the company and its events

MARKETING INTERNSHIP

COHEN'S FASHION OPTICAL | SEP 2016 - MAR 2017

- Keeping patients medical files up to date and in order, handling and responding to correspondence
- Conducting market research
- Choosing inventory based upon target audiences
- Speaking with customers in order to get feedback on guest experience and product satisfaction

SKILLS

- | | | |
|-----------------------------------|----------------------|---------------|
| • Google Adwords/ Analytics | • Canva | • HTML |
| • Social Media Channel Management | • iMovie | • CSS |
| • Written/Verbal Communication | • Photoshop | • Python |
| • Media kits | • Project Management | • Java Script |
| • Event planning | • Technical Writing | |