

# Adelia Henderson

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## Experience

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### **Communications Director | Jonathan Wallace for State House | March 2020 - current**

- Develop reactionary and visionary content for campaign media channels, writing in the candidate's voice.
- Manage campaign social media channels, primarily Facebook, Instagram, and Twitter.
- Brainstorm ways to engage with diverse audiences through social media and email, and monitor digital engagement analytics.
- Worked to implement digital campaign during COVID-19, staying engaged with voters while connecting them to resources and being mindful during the pandemic.
- Advise on digital media and social media platform best practices.
- Craft long and short-term communications strategies, communications matrix, social content calendar, and email campaign content.
- Oversee communication intern team of 2+, including assigning projects, monitoring workflow, and building mentorship relations.
- Coordinate with other executive members across the team to effectively implement communication strategies across all facets of the campaign.

### **Social Media Intern | Virtual Student Federal Service | Sept. 2019 - June 2020**

- Virtual internship conducted through the Department of State Virtual Student Federal Service program.
- Developed projects and content to promote office initiatives on social media, particularly focusing on Twitter.
- Researched topics of interest to the target social media audience and create appropriate social media content, furthering the mission of the Office while using suitable tone and adhering to agency guidelines.
- Pitched topic ideas, create tweets, and curate images for a weekly Twitter intern takeover, for an account with a following of 11,000+.
- Analyzed social media campaigns of similar agencies to develop best practices, and curate Intelligence Community member materials to feature on social channels and websites.
- Pitched social media and website content ideas.
- Collaborated with other interns and government officers to optimize workflow.

### **Graduate Assistant | University of Georgia, Grady College | Jan. 2020 - May 2020**

- Coordinated the National Press Photographer's Association with the annual Best of Photojournalism competition.
- Helped to plan the three-day event - including assigning judges to categories, overseeing student volunteers, planning/setting up meals and catering for attendees, troubleshooting problems that arose over the weekend, and coordinating other logistics.
- Covered the event on the NPPA Twitter account, which has over 55,000 followers, by creating and curating content about the competition and posting.
- After the event, thoroughly checked winners for accuracy multiple times before posting winners on the competition website using WordPress.

### **Public Relations Assistant | UGA School of Social Work | Sept. 2019 - Dec. 2019**

- Assisted the public relations department in preparing material for the School's website, calendar, alumni magazine, and other outlets.
- Helped maintain website content, troubleshoot website design, and code as necessary.
- Photographed people/events, prepared content for different platforms, and wrote about events, people, and awards news following UGA and AP Style guidelines.
- Created digital signage and graphics for the web and print following UGA brand standards.

### **Google Policy Fellow | Reporters Committee for Freedom of the Press | June - Aug. 2019**

- Member of the Summer 2019 cohort of the Google Policy Fellowship program.
- Researched policy matters concerning the First Amendment, freedom of information rights, and technology.
- Interpreted legislation and drafted memos, reports, and articles to further the RCFP's mission of supporting press freedom and government transparency.
- Created internal communication memos, both individually and with other interns, informing company employees about salient press freedom issues.

### **Public Engagement Intern | Virtual Student Federal Service | Sept. 2018 - May 2019**

- Virtual internship conducted through the Department of State Virtual Student Federal Service program, with the Office of Public Liaison (formerly Engagement).
- Used research, writing, and social media to connect diplomacy to a domestic audience.

- Assisted the Office in launching and running a social media campaign that highlighted how State Department programs and connections benefit communities throughout America.
- Helped to increase the office's Twitter engagement by 700%.
- Researched relevant organizations and stakeholders that would be interested in campaign content, gathered their contact info and social media handles, and presented list to State Public Affairs officer.
- Created database and collected contact information for university international relations, global affairs, and political science departments for the Request a Speaker program.
- Drafted a program proposal for a Foreign Affairs e-Summit, including identifying high schools across the country, proposing dates and technology options, event schedule, programming, and social media advertising campaigns.

#### **Copy Editor | The Mercer University Cluster | Oct. 2017 - May 2019**

- Proofread all newspaper articles for AP Style, content issues, and other errors before publication.
- Edited articles with a quick turnaround, usually on a tight deadline, in order to meet publication deadlines.
- Communicated effectively with the editor-in-chief, section editors, and staff writers to optimize editorial workflow.
- Worked closely with the digital editor to post articles online, create social media posts, and monitor site analytics.

#### **Intern | Georgia Secretary of State | May - July 2018**

- Assisted the Secretary of State's office with the upkeep of records/licensing in the Professional Licensing Boards division.
- General office duties, transferred electronic documents to new servers, purged and organized files, handling of sensitive information, screening applicants, and issuing licenses.

#### **Student Loan Assistant | Mercer University Student Loan Office | May 2016 – May 2019**

- Worked collections/upkeep of current federal and institutional student loan customers.
- Maintained confidentiality and security in relation to fiscal data, student accounts, and University operations.
- Streamlined office tasks, identified errors in previous office operations and proposed solutions, generated data reports, skip traced defaulted accounts, and delivered high-quality customer service to current and past students.

### **Specialized Skills & Abilities**

Experience with: Adobe Bridge, Photoshop, Premiere, InDesign, Audition; Python coding; HTML and CSS; Google Analytics; WordPress; Hootsuite; Mailchimp; Canva; Salesforce; Sage Collaboration

Technical: Interviewing; story pitching; writing and editing; DSLR photography and videography; graphic design; SEO; data entry and analysis; AP Style; social media management; research and fact-checking; digital and email marketing; event management

### **Education**

**The University of Georgia** - Athens, Ga.

*Master of Arts*

Journalism, public relations concentration

Aug. 2019 – current

Expected graduation: Dec. 2020

**Mercer University** - Macon, Ga.

*Bachelor of Arts*

Major: Journalism Minors: Criminal Justice; Law & Public Policy

Aug. 2015 – May 2019 | magna cum laude