

Professional Summary

Results-driven communications specialist with 10+ years of experience in government administration, driving strategic communications, public policy, and community relations. Proven track record of leveraging digital media to enhance public engagement and policy impact.

Professional Experience

Director of Digital Media (DM09)

Inazuma.co | January 2018 - Present

Senior Communications Specialist

New Horizon Communications | June 2015 - December 2017

Key Achievements:

- Increased social media engagement by 300% through targeted campaigns.
- Developed and executed a crisis communications plan, minimizing negative publicity by 90%.

Responsibilities:

- Managed a team of communications specialists.
- Coordinated with government agencies for joint initiatives.

Communications Officer

State Government Agency | March 2012 - May 2015

Key Achievements:

- Created a digital media strategy that boosted website traffic by 200%.
- Collaborated with policymakers to craft effective public messages.

Responsibilities:

- Produced video content for public awareness campaigns.
- Maintained social media presence for the agency.

Teaching Assistant - Digital Media Course

University of California, Berkeley - Extension | September 2010 - February 2012

Key Achievements:

- Assisted in developing curriculum for digital media courses.
- Mentored students in video production and editing.

Responsibilities:

- Led workshop sessions on social media marketing.
- Graded assignments and provided constructive feedback.

Education

Bachelor of Science in Communications

State University of New York at Buffalo | May 2010

Technical Skills

Digital Media:

- Videography
- Digital Marketing
- Social Media Management

Government & Policy:

- Public Policy Analysis
- Government Relations
- Community Engagement

Communication & Design:

- Strategic Communications
- Graphic Design
- Content Creation