

Omar White

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EDUCATION

University of North Carolina at Chapel Hill, May 2015

Bachelor of Arts in Journalism and Mass Communication, Public Relations Sequence

Chapel Hill, NC

GPA: 3.2

HONORS

UNC-Chapel Hill Dean's List (2 Semesters), Hayden B. Renwick Academic Achievement Award (5 Semesters)

WORK EXPERIENCE

IntraHealth International, Chapel Hill, NC

January 2015 – May 2015

Public Relations Intern

- Developed a marketing portfolio and presentation for IntraHealth International's obstetric fistula initiative
- Drafted 5 press releases, developed press materials, created a campaign video and communicated with senior level management to prepare a campaign launch for the updated obstetric fistula initiative

JOMC Career Services, Chapel Hill, NC

August 2014 – December 2014

Public Relations Intern

- Collaborated closely with the client to develop a communication audit and 6- month public relations plan to increase awareness of career services
- Created public relations collateral, which included news releases, fact sheets and fliers to be distributed to more than 400 students throughout the School of Journalism and Mass Communication
- Used Cision to develop tailored media lists consisting of over 50 media outlets

Rumors Thrift Boutique, Chapel Hill, NC

August 2013 – December 2013

Marketing Intern

- Developed a strategic marketing plan for Rumors Thrift Boutique, a small business new to the Chapel Hill area that needed assistance reaching out to students
- Pitched and presented the marketing plan to the class as well as the owners of Rumors Thrift Boutique

LEADERSHIP ACTIVITIES

Minority Business Student Alliance, Chapel Hill, NC

May 2012 – May 2015

Vice President of Marketing

- Created, organized, and marketed "The Scoop," an annual event created to inform first-year students of the Kenan-Flagler Business School
- Managed social media posts through the organization's Twitter and Facebook page; increased social media followers by 200% over a period of 6 months
- Created promotional materials and marketed for more than 30 events hosted by the organization

I Have A Dream Campaign, Chapel Hill, NC

May 2014 – May 2015

Co-President of Outreach

- Collectively created an on-campus social organization that inspired students to pursue academic and extracurricular passions
- Created and managed the organization's social media presence; generated 810 page likes on Facebook and 325 Twitter posts in a period of 4 months

UNC Diversity & Multicultural Affairs Office, Chapel Hill, NC

August 2014 – May 2015

Office Assistant

- Performed tasks throughout the office such as, scheduling meetings with administrative staff, putting together promotional materials and collecting information from more than 600 surveys concerning diversity on campus
- Co-hosted 3 diversity training workshops with different departments within the university in order to educate faculty and staff on the importance of cultural awareness within the workplace
- Wrote 5 feature articles to be included within the Diversity Newsletter; a newsletter dedicated to celebrating diversity on campus

SKILLS

COMPUTER EXPERIENCE

- Apple iWorks Suite, Microsoft Office Suite, Adobe Premiere Pro, Adobe Illustrator, Cision, HTML/CSS, Website e\development, User experience, Information architecture, Media releases, Fact sheets, PSAs, Pitches, Media lists
- Social Media: Twitter, Facebook, Tumblr, Instagram, Snapchat

LANGUAGE

- Spanish: Written and Verbal proficiency
- French: Beginner