De'Sean Pair

*Communications Specialist*

Aspiring communications professional with writing and marketing experience in both higher education and utilities. Excels in managing digital communications and skilled in managing multiple projects while under pressure.

# Personal Info Work History

#### Email

[deseanpair12@gmail.com](mailto:deseanpair12@gmail.com)

#### Phone

804-585-5813

# Skills

Project Management Digital/Visual Marketing Team Player Adaptability

# Software

Microsoft Office Canva Campaigner



QR Code Generator

2021-09

- present

2021-05

- 2021-09

2020-09

- 2021-05

2019-09

- 2020-03

# Education

## Marketing & Communications Intern - Customer Communications

### Dominion Energy, Henrico, VA

Designed and managed digital marketing initiatives for over 2 million customers that drives enrollments for programs, generates awareness of relevant stories and topics, and more

Assisted with crisis communications efforts for any severe events that will directly impact customers

Worked closely with corporate communications team and other parties to schedule release of relevant content to customers

## Marketing & Communications Intern - Customer Account Management

### Dominion Energy, Henrico, VA

Assisted customers with financial related inquiries and power outage reporting

Utilized creative and critical thinking skills to satisfy customer needs/complaints

Exhibited proficiency in Microsoft Office applications to complete daily tasks

## Marketing & Communications Assistant (Work Study)

### Virginia Union University, Richmond, VA

Managed social media profiles (Twitter, LinkedIn, Facebook) for VUU's Division of Academic Affairs and the Center for the Study of HBCUs Developed engaging content including infographics, flyers, and more using Adobe Applications and Canva

Tracked performance of social media campaigns

## Workforce Development Intern (Mass Communications)

### Virginia Union University, Richmond, VA

Coordinated planning of university events, seminars, and presentations Set up and operate audio visual equipment including cameras, lights, audio system, and microphones

Transported equipment to designated locations as needed Performed other duties as assigned

2019-08

- 2023-05

## Mass Communications, Bachelor of Arts

*Virginia Union University, Richmond, VA*

## 2021-11 Social Media Marketing Certification

*eMarketing Institute*