

DE'SEAN PAIR

COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

05-2023

Virginia Union University

- Bachelor of Arts Degree in Mass Communications - 3.9 GPA
- Ranked in Top 13 for Class of 2023

SKILLS

Copywriting

Digital Marketing

Project Management

Microsoft Office

AP Style Writing

Graphic Design

WORK EXPERIENCE

09-2021 - 03-2023

Marketing Communications Intern
Dominion Energy

- Promoted benefits of Dominion Energy commercial/residential programs and services to those residing in Virginia service territory, which is comprised of more than 2 million customers
- Utilized data collected by Contact Intelligence to segment target audience by needs and interests to drive marketing campaign execution
- Accumulated net total of roughly 320,000 eBill enrollments from integrated marketing initiatives in 2022, exceeding goal by 5%
- Performed crisis communications duties during severe weather events

05-2021 - 09-2021

Customer Account Intern
Dominion Energy

- Handled credit inquiries and outage reporting
- Tailored information to varying audiences in a manner that helped meet the needs and wants of the customer
- Maintained 90% BPA Quality rating, which is a metric used to evaluate customer experience and performance of customer account agents

09-2020 - 05-2021

Marketing & Communications Assistant
Virginia Union University

- Created digital content to effectively communicate with public(s) about academic programs, seminars, campus news/updates and more
- Accumulated 2,500 new followers in 2020-21 academic year for all social media accounts for the Center for the Study of HBCUs and VUU's Division of Academic Affairs
- Averaged combined monthly totals of 35k+ impressions, 3,000 profile/page visits, 500 likes, and 200 shares across all social media accounts

09-2019 - 03-2020

Workforce Development Intern
Virginia Union University

- Managed A/V equipment for on campus events such as University Council Meetings, Seminars with Guest Speakers, and more
- Performed production assistant and videographer duties as needed

PORTFOLIO



CERTIFICATE

Social Media Marketing
eMarketing Institute
2021