

LUCY NEGASH

2209 N Pershing Drive, Apartment 314
Arlington, VA 22201
(574) 540-7533 cell | lucynegash@gmail.com

EDUCATION

M.P.S. Public Relations and Corporate Communications, **Georgetown University**
(Anticipated graduation: Spring 2018)

B.A. Sociology, **University of Notre Dame 2015**
Minors in Journalism, Ethics and Democracy and Business/Economics

HONORS AND AWARDS

Hannah Storm Journalism Intern
Recipient, Frazier Thompson Scholarship Award
Andrews Scholar, Notre Dame Summer Service Learning Program

PROFESSIONAL EXPERIENCE

Account Coordinator **July 2016-present**
MoKi Media

Primary media coordinator, administrative manager, and intern coordinator for a variety of local and national lifestyle, nightlife, fashion and hospitality clients in the Washington, D.C. area, including Ann Taylor, Anheuser-Busch, Shinola, Filson, and more.

Public and Community Relations Officer **July 2015-July 2016**
Ethiopian Community Development Council, Inc.

Principal media and advocacy representative responsible for developing and implementing communication strategies for website management, daily social media updating, press release creation and distribution. Assisted in the creation of the 2016 National Conference, and represented agency at caucus meetings, press conferences, and other events.

Hannah Storm Journalism Intern **August 2014-May 2015**
University of Notre Dame Alumni Association

Selected by the Hannah Storm Foundation board, including Hannah Storm herself, for the position. Duties include brainstorming, writing, and editing feature and news stories on prominent Notre Dame alumni and upcoming events.

Culture Editor **August 2014-May 2015**
Notre Dame Scholastic

Former writer for 3 years for the student-run campus magazine before selected for an editor position. Responsible for brainstorming and coordinating articles for 4-5 writers per month, and working with other editors and editor-in-chief to graphically organize a cohesive section.

Editorial Intern **August 2014-December 2014**
Notre Dame Magazine

Contributed to brainstorming and research for upcoming articles and wrote my own pieces for the alumni quarterly magazine as well as for their website. Fact-checked other articles before publication.

Account Management Intern **May 2014-August 2014**
Pulsar Advertising

Provided research and information for the transportation advertising firm about potential clients, industries, and demographics in their office locations (Washington, D.C., Virginia, California, and New York). Prepare invoices, presentations, and photo galleries for different projects and advertising pitches.

PR Associate

January 2014-May 2014

Generation 2.0 for Rights, Equality, and Diversity

Worked for the Greek immigration NGO while participating in a volunteerism class during my study abroad semester in Athens, Greece. Contributed to website and logo design, editing drafts of press releases, and composing email blasts to international media contacts.

Public Information Intern

May 2013-August 2013

United Nations High Commissioner for Refugees

Helped to coordinate events such as World Refugee Day and a photo exhibit at the National Press Club. Prepared social media/email blasts and press releases, tracked successful social media posts.

EXTRACURRICULAR/VOLUNTEER EXPERIENCE

Athletics Chair, Notre Dame Young Alumni Club of Washington, D.C.

June 2016-present

Board member for local alumni club chapter. Planned and led all athletic events for a 1,000-person alumni club, including a basketball tournament with over 100 participants. Attend all board meetings and provide updates on city-wide events.

Study abroad semester, Athens, Greece

January 2014-May 2014

Took full course load while abroad in Athens, Greece; studied history, philosophy, architecture, art, and modern culture.

Tutor, Upward Bound Program

September 2012-August 2014

Developed enrichment programs, SAT/ACT prep courses, and general tutoring services for underserved South Bend high school students; started book club and a mini-newspaper to teach students about the importance of the written word

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TECHNICAL SKILLS

Proficient:

Microsoft Office platform (Word, PowerPoint, Publisher, Excel)

Social Media Platforms/Management Pages: (Facebook, Twitter, Hootsuite, Instagram, Snapchat, etc.)

WordPress

LinkedIn

Flickr

Youtube

Dropbox

Basecamp

Cision

Transcription tool: Express Scribe

Limited:

HTML, CSS, Javascript, jQuery, PHP