

# Cheyenne Daniels

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## EDUCATION

### **Bachelor of Arts in Communication Studies with an emphasis in Public Relations May. 2024**

Texas A&M University Corpus Christi  
Corpus Christi, TX

### **Associate of Arts May. 2023**

Coastal Bend College Beeville, TX

**Relevant Courses:** Crisis Communication, Advertising Criticism, Social Media Content & Measurement, Public Relations Writing, Leadership

## WORK EXPERIENCE

### **Communications Intern**

**January 2024- Present**

*Port of Corpus Christi*

- Produces, formats, and edits communication pieces, including commission slideshows
- Establishes and maintains necessary office files including photo archive and media contacts
- Develops content for social media channels and finds methods for driving engagement

### **Technical /Administrative Writing Intern- Summer Internship**

**May 2023 - August 2023**

*Lone Star UAS Center of Excellence & Innovation Corpus Christi*

- Designed a method for office inventory management using Excel
- Worked on data entry, contract/ agreement reviews, preparing budget forms, and memo / technical writing.
- Assisted with social media content, created weekly social media posts, and worked with supervisor to increase social media engagement

## AWARDS & ACHIEVEMENTS

Honor Roll [ Fall 2019, Spring 2020, Fall 2020, Spring 2021, Summer 1 & 2 2021, Fall 2022]

Dean's List [ Fall 2019, Spring 2020]

The Society for Collegiate Leadership & Achievement Member

Lambda Pi Eta member

## SKILLS

- Experience creating press releases, social media content, and other written materials
- Excellent verbal and written communication skills
- Proficient in crafting persuasive messages for diverse audiences
- Social media management and content creation
- Familiarity with digital marketing strategies
- Basic graphic design knowledge
- Understanding of video production basics
- Bilingual- Intermediate in Spanish

## **COURSE PROJECTS**

### **Case Study: Tyson Food Inc. Ready-To-Eat Chicken products recall.**

**August 2022- December 2022**

#### *Head Researcher*

- Studied appropriate research design to gain concrete, contextual, in-depth knowledge about my subject.
- Thoroughly took notes, highlighted relevant facts, and underlined key problems

### **Strategic Communication Action Plan: Stride Consulting Services**

**September 2022 - December 2022**

#### *Preventative measures operator*

- Outlined any chance of potential crisis that could occur within the company
- Researched how stakeholders could be affected
- Created a detailed action plan
- Crafted a social media statement pertaining to a potential crisis

## **CERTIFICATIONS**

- Hootsuite Platform Certification Hootsuite  
Issued: October 2022  
Credential ID 61162616
- Hubspot Social Media Marketing Certification  
Issued: October 2023

## **SOFTWARE**

- Adobe Photoshop
- Microsoft Excel
- Hootsuite