

# Zazni Vlijter

## Strategic Communications

400 15<sup>th</sup> St South,  
Arlington, VA

646-469-4755

Zaznivlijter@gmail.com

### OBJECTIVE

Upcoming graduate from The George Washington University looking to exercise and master skills within the public relations and strategic communications field. Zazni Vlijter has over a year worth of valuable strategic communications experience in which she has mastered common public relations software, memo writing, research and building client relationships through thought leadership.

### EDUCATION —

**Bachelor of Arts in English |**  
**May 2023 | The George**  
**Washington University**

**High School Diploma | June**  
**2019 | Special Music School**  
**High School**

### EXPERIENCE

**Strategic Communications Intern | Narrative Strategies |**  
**January 2022 - Present**

Drafted strategic memos, op-eds, letters to the editors, research press lists, client call notes and regular deliverables sent directly to clients. Created an influencer memo to identify potential branding and client opportunities. Drafted and finalized research sent firm wide regarding the future of strategic communications in the rise of AI technology. Made key connections with clients in person and on regular management calls, leading to regular client assignments and deliverables. Used common strategic communications platforms to execute high level and in depth analysis on reach, target audience and communications reception.

**Communications Team Lead | International Institute of**  
**Economic Policy at The George Washington University |**  
**September 2022 - January 2023**

Drafted and finalized event promotion emails. Drafted social content for Facebook, Twitter, and LinkedIn. Led communication team through task delegation, editing, and regular team meetings. Crafted digital content and designs that were promoted through social media and public posters.

**Content Writer | The Know | May 2021 – April 2022**

Analyzed, organized, and categorized policy stances for political candidates through efficient excel sheet to be published on the website. Executed content writing for the website including breaking down policy stances and editing co-workers writing. Worked with Chief Executive Officer to brainstorm expansion of audience and reach of The Know to different social

media platforms. Used excel to organize data and writing.

**Public Relations Intern | Valentina Kozlova Dance Conservatory of New York | September 2017 – December 2017**

Drafted and created social content for the company Facebook and Instagram page. Filed and categorized student and applicant data and information.

## KEY SKILLS —

Writing  
Research  
Social media  
Thought leadership  
Microsoft Suites  
Google Suites  
Hootsuite  
MailChimp  
Meltwater  
Digimind  
GitHub Coding Software  
R Studios Coding Software

## COMMUNICATION

**Firm Wide Presentation on Artificial Intelligence in Public Relations | Narrative Strategies | March 2023**

First intern to give a firm wide presentation on the implications of Artificial Intelligence within the public relations field and provided next steps for the firm.

**Started a Firm Wide Influencer Tracker | Narrative Strategies | August 2022**

Created a firm and client wide influencer tracker to identify potential marketing and social media advertisement opportunities.

## AWARDS AND LEADERSHIP

**Executive Vice President | Alpha Pi Chapter of Alpha Delta Pi | November 2020 – November 2021**

**Recruitment Analyst | Alpha Pi Chapter of Alpha Delta Pi | November 2021– November 2022**

**Presidential Scholarship Recipient | Columbian College of Arts and Sciences at The George Washington University**

**Dean's List Recipient | Columbian College of Arts and Sciences at The George Washington University**

**Dean's List Recipient | Columbian College of Arts and Sciences at The George Washington University**

## REFERENCES

Elizabeth Berry | Senior Operations Manager at Narrative Strategies | 240-997-4636

