

KENNEDY HALL

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COMMUNICATION/PRODUCTION ASSISTANT

- **Communications:** Effectively market and promote entertainment events hosted by film studios and theaters via social media platforms, and by creating and distributing advertising brochures and flyers.
- **Film & Television Production:** Possess in-depth knowledge of film, music and video projects, and conduct ongoing research to keep abreast of the best industry practices. Have experience using production equipment, conducting script analysis, and editing scenes as directed.
- **Project Management:** Manage projects for various productions and events by serving as a member or team lead for several company initiatives. Provide guidance and administrative abilities to ensure that all tasks are achieved in accordance with quality standards and established deadlines.

CORE COMPETENCIES

Client & Public Relations • Leadership & Team Building • Adobe Photoshop • Adobe Premiere Rush • Presentation Skills • Social Media Platforms • Activity & Event Planning • Creative & Artistic Direction • Staff & Stage Management • Microsoft Office Suite • Video Communication Tools

EDUCATION

Bachelor of Arts in Communication: Film & Video Production | Minor: American Sign Language from University of Memphis; Memphis, TN; Graduated in May 2022

SPECIAL PROJECTS

Handle the printing and distribution of scripts to cast, attend meetings and take minutes as well as perform other pertinent duties upon the director's request. Create and direct concepts for clients, scout locations, cast models, manage time and progress to ensure everything runs smoothly in the capacity as detailed below. Act as a liaison between photographer and client. Convey messages through visual art such as photoshoots and videos.

- Script Supervisor; Powerade More: October 2022, Indie Memphis: Feb. 2021 – Mar. 2021
- Extra in Young Rock TV Series; October 2022
- Creative Director; May 2021 – Present
- Model; May 2021 - Present
- Publishing in Dreamy Magazine; June 2022
- Executive Intern at BLP Studios; July 2021 – August 2021
- Production Assistant at Millennium Media Label; Mar. 2021-August 2021

RELEVANT EXPERIENCE

We Are Memphis; Memphis, TN; Aug. 2021 - Present

An independent nonprofit, established in 2019, that strives to elevate Memphis as the top destination for talent, business, and tourism.

Street Team Member, August 2022- Present

- Brand We Are Memphis in a positive light to unaware market spaces through various events.
- Contribute to creating unique experiences for the citizens of Memphis through word of mouth, planning pop ups, and staying up to date with potential opportunities for growth.
- Create a presence for We Are Memphis at special events via booths, around the city of Memphis.

Social Media Outreach Intern, Oct. 2021 – May 2022

- Aid in the design and implementation of social media campaigns accomplishing 33% improvement and tracked analytics to discover high-performing concepts to use for future events and promotions.
- Effectively executes marketing plans and uses communication strategies to support other Memphis Brand ventures.
- Social media reach expanded over 21% through the use of more engaging interactions and posts.

Community Outreach Intern, Aug. 2021 – Oct. 2021

- Assisted the Brand Operations Manager with the development and deployment of outreach strategies and cataloging of relevant community information and news to establish creative content marketing.
- Performed other administrative duties and tasks as assigned.
- Completion of data entry 47% faster than the usual rate of 33%.

ADDITIONAL EXPERIENCE

Sales Associate at Raw Girls, Inc.; Memphis, TN; Mar. 2018 – Present

Teacher Assistant at Higher Learning Enrichment Academy; Memphis, TN; Aug. 2020 – Aug. 2021

Teacher Assistant at Ready, Set, Grow Learning Academy; Memphis, TN; June 2020 – Aug. 2020

Sales Associate at American Tuxedo/Arabella's Boutique; Memphis, TN; May 2018 – May 2019

VOLUNTEER EXPERIENCE

Professional Assertive United Sisters of Excellence (P.A.U.S.E.); University of Memphis Chapter; May 2019 – May 2021

Marketing and Social Media Chair, May 2020 – May 2021

- Developed and implemented strategies for the design and content of social media platforms used to promote and present the Chapter programs and events.
- Documented and monitored the effectiveness of past marketing campaigns and presented findings to the executive team for review and deliberation.

Secretary, May 2019 – May 2020

- Collaborated with the executive team and members to draft attendance, expense and miscellaneous reports to keep abreast of the organization's overall performance.
- Drafted the meeting agendas and subsequent minutes, and scheduled all meetings and appointment.
- Executive board duties were able to be carried out in a more efficient manner.

PROFESSIONAL ORGANIZATIONS

Lambda Eta Pi Honor Society; Member since March 2022

Delta Sigma Theta Sorority, Incorporated; Epsilon Kappa Chapter; Member Fall 2021

Black Scholars Unlimited Honors Society; Member since April 2019

Alpha Lambda Delta Honor Society; Member since April 2019

Helen Hardin Honors College; Member since 2019