



Charity Graham

SOCIAL MEDIA, PUBLIC RELATIONS, AND COMMUNICATIONS

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education

Master of Arts in Integrated Marketing Communications

Florida State University
Anticipated Graduation May 2023

Bachelor of Science in Public Relations

Florida Agriculturaland Mechanical University
2018-2021
Magna Cum Laude

skills

Canva
Wix
TikTok
Analytics
Creative Content Design
User Engagement
Content Copywriting

professional experience

Nov. 2021 – Present

SOCIAL MEDIA MANAGER | Forward PR

- Spearhead social media content for 2 small businesses
- Engage with followers daily, generating over 30 new organic followers in a month
- Monitor analytics to produce engaging content for each audience

March 2021 – Present

MARKETING ASSISTANT | Metz Culinary Management

- Led day-to-day communications and branding efforts on Instagram
- Incorporated hashtags and social strategies that increased reach by 145% and engagement by 89% in 3 months
- Coordinated marketing efforts across campus dining locations on both Facebook and Instagram

June 2021 - Dec. 2021

CONSUMER PR INTERN | M Booth

- Organized content decks for over 35 influencers across 4 brand launches
- Worked daily in Cision and Muck Rack to monitor media coverage for clients
- Wrote pitches for several brand launches and contract media outlets
- Compiled master list of over 100 influencers for client usage

achievements

- 2021 ColorComm HBCU NextGen Fellow
- 2019 Study Abroad Student
- Hosted several events as a campus personality
- Created viral content gather more than 2M impressions cumulatively

REFERENCES AVAILABLE UPON REQUEST