

EDUCATION

Master of Communication and Media

Rutgers, The State University of New Jersey

Expected graduation date:

May 2023

New Brunswick, NJ

Bachelor of Arts in Information Technology and Informatics

Minor in Business and Technical Writing

Rutgers, The State University of New Jersey

Sept. 2014 – May 2019

New Brunswick, NJ

Associate in Architecture and Construction Technology

Montego Bay Community College

Sept. 2010 – May 2012

Jamaica, W.I.

EMPLOYMENT HISTORY

Multimedia and Content Coordinator

Career Exploration and Success, Rutgers, The State University of New Jersey

Nov. 2019 – Present

New Brunswick, NJ

- Manages the five @RutgersCareers social media platforms (i.e., Instagram, Facebook, Twitter, YouTube, and LinkedIn) and generates strategies to distribute engaging multimedia content to all platforms regularly and increase engagement by 30%
- Manages the production of videos, plans, and executes viewership impact strategies, and develops creative ideas
- Manages the careers.rutgers.edu website to ensure impactful user experience, publishes content that delivers key messages to various audiences, and aided in the design and successful implementation of the Rutgers Core Component Library on the Drupal content management system.

Content Manager

Communications and Media, Brandy Shiloh Ministries

Aug. 2017 – Present

Charlotte, NC

- Manage and oversee the production of video and LIVE content to all content distribution channels
- Create and repurpose multimedia content for social media platforms such as Instagram, Twitter, YouTube, and Facebook
- Maintain the organization's website and visual identity on and offline

Assistant Marketing Designer

Signal and Components Division, Dialight

May 2019 – Oct. 2019

Farmingdale, NJ

Junior Website Designer

Student Centers and Activities Marketing, Rutgers, The State University of New Jersey

March 2019 – May 2019

Piscataway, NJ

Marketing Manager

Student Centers and Activities Marketing, Rutgers, The State University of New Jersey

Aug. 2014 – March 2019

Piscataway, NJ

SKILLS

Creative Services: Adobe Creative Suite (After Effects, Acrobat Reader, Audition, Dreamweaver, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD) Davinci Resolve, Final Cut Pro

Content Management System (CMS): WordPress, Drupal

Office Programs: G Suite (Docs, Slides, Sheets, Gmail, Drive), Microsoft Office (Word, PowerPoint, Excel, Outlook), MailChimp, FreedCamp, Qualtrics, Google Admin Console (Analytics, Adwords)

Languages/Scripts: HTML5, CSS3, SASS, JavaScript