

Adrienne Harden

Public Relations Specialist

Contact

Tallahassee, FL
(813)4453-1456
adrienne1.harden@famou.edu

Skills

- Social Media Management
- Oral and written communication
- Content Creation with Adobe Photoshop and Indesign
- Website Building

Education

Public Relations, Bachelor of Science
Florida A&M University
Expected July 2022

Organizations

- FACES Modeling Troupe
- Women's Student Union
- PRSSA

References

Chandra Lanier
Florida A&M | Professor
Chandra.lanier@famou.edu

Stephanie Coulter
FACES | Chief Executive Officer
Stephanie.coulter@famou.edu

Christian Streat
Dream Marketing | Co-Founder
dreammarketinggroupnet@gmail.com

Work Experience

Marketing Intern | City Wide Facility Solutions Tampa Bay
Spring 2021 - Present

- Assists the marketing department in their advertising and promotional efforts
- Consistently tracks and monitors analytics for social media campaigns
- Creates and publishes daily content for the company

PRODUCTION ASSISTANT | ESPN

Fall 2021 – Present

- Oversees tasks that the production team needs for game days
- Assists wherever needed
- Set up meals, errands, etc. for production team and crew on game days

PUBLIC RELATIONS ASSOCIATE | JOURNEY MAGAZINE

Fall 2021 – Present

- Plans and organizes public events for students
- Creates and edits content for social media
- Connects with other on campus organizations to host events

GUEST ENGAGEMENT GUIDE | ZOO TAMPA

Fall 2020 – Spring 2021

- Supported the transfer of knowledge and expertise from the animal care staff and scientists to Zoo guests.
- Consistently demonstrated excellent guest interaction and "hospitality" skills at all times.
- Conducted behind the scenes tours and encounters around Zoo Tampa

Leadership Experience

PR EXECUTIVE BOARD | FACES MODELING TROUPE

Fall 2020 – Present

- Creates and edits content for organization
- Plans and coordinates events for active and prospective members
- Increases member acquisition and engagement via social media

ACADEMIC AFFAIRS LIAISON | SGA

Fall 2020 – Spring 2021

- Helped Journalism students voice their concerns to SGA
- Reviewed student feedback from Google forms
- Ensured the success of students