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Objective: Goal-driven, collaborative, and creative student seeking a full-time position that will utilize and expand my knowledge and skills in strategic communication. Desires to explore the many disciplines of strategic communication including branding, marketing, strategy, and publicity.

EDUCATION

UNIVERSITY OF KENTUCKY | Lexington, KY

Graduation: May 2021

Bachelor of Arts in Integrated Strategic Communication

Emphasis - Public Relations | *Minor: Psychology, Spanish* | *GPA: 3.8* | William C. Parker Scholarship

Dean's List: Fall 2017-Spring 2018; Spring 2019-Fall 2020

Campus Involvement: Public Relations Student Society of America, WRFL 88.1 FM Radio, College Mentors for Kids, North Campus Area Senator

EXPERIENCE

Woman to Woman Naturals | Baltimore, MD

Mar 2021-Present

Social Media Specialist

- Build relationships and brand loyalty with influencers through the coordination of the influencer relations program
- Drafted press materials for brand outreach and media coverage
- Assisted in managing social media content and engaged with audience
- Contributed ideas to the executive team members for campaigns and strategic planning
- Executed market research and social listening to inform pitches and propose initiatives

KNB Communications | Stamford, CT

Sept 2020-Dec 2020

Marketing and PR Intern

- Compiled competitive research using Meltwater for clients to strengthen brand positioning
- Pitched stories to publications through Help A Reporter Out and monitored media coverage
- Utilized HubSpot to create targeted email lists, generate new business leads, and identify influencers
- Created social media posts, blog posts, and press releases
- Collaborated with the marketing team on strategic planning for campaigns

Pretty2Me Foundation and LYF Matters Globally | Los Angeles, CA

Sept 2019-Feb 2020

Digital Marketing Intern

- Scheduled and created social media content through Hootsuite to increase online outreach by 26%
- Designed flyers on Canva for events and distributed them through various media channels
- Edited and designed company websites through Wix
- Created content for monthly newsletter using Mailchimp
- Developed press releases about company events and workshops
- Composed targeted media lists for media outreach and press coverage

Residence Hall Association of the University of Kentucky | Lexington, KY

Aug 2018-May 2019

Assistant Event Coordinator

- Planned, scheduled, and coordinated events for the residence hall
- Researched and selected venues, vendors, and other resources
- Collaborated on event budgets, timelines, ordering, and logistics
- Developed concepts and ideas for advertising and marketing materials
- Generated ideas with other members of the creative team

SKILLS

Market Research • Press Release Writing • Social Media • Branding • Strategic Planning • Pitching • Media Relations • Influencer Relations
Event Planning • SEO/SEM • WordPress • Wix • Google Suite • Microsoft Office • Zoom • Slack • Associated Press Style • Canva • Adobe Creative Cloud

Certifications: HubSpot Inbound Marketing, HubSpot Email Marketing, HubSpot Social Media Marketing