Tia M. Lowe

(E) tia.lowe@bison.howard.edu| (C) 318.828.0681

EDUCATION

Howard University Cathy Hughes School Communications, *Washington, DC* **Expected Graduation:** May 2021
Major: Broadcast Journalism **Minor:** Graphic Design **Cumulative GPA:** 3.73

WORK EXPERIENCE & PROFESSIONAL DEVELOPMENT

Under Armour **Remote**
Global Communications Intern, Virtual Rookie Program Participant *May 2020 – Aug. 2020*

- **Selected** to assist the Global Communications team at the Under Armour Headquarters
- **Engaged** in a 10-week professional development program while interacting with mentors and leaders at Under Armour, the topics covered included professional development and career strategies.

JBL, Harman International **Washington, D.C.**
Brand Ambassador *Oct. 2019 – Present*

- **Developed** effective marketing plans, activities, and promotional material to establish brand recognition among target audience of young professionals
- **Coordinated** on-campus events to educate customers on products and services to drive brand loyalty
- **Increased** JBL sales with a team of ambassadors

Team Epiphany **Washington, D.C**
BET+ Brand Ambassador *Oct. 2019*

- **Promoted** new BET+ streaming service to 1,000+ guests in immersive pop-up shop experience at Howard University Homecoming
- **Acquired** customers through promotional giveaways; Distributed QR code for mobile application download

Cathy Hughes School of Communications (CHSOC) **Washington, D.C.**
Student Council President *May 2019 - Present*

- **Cultivated** climate of inclusion of all CHSOC students through three strategic initiatives of advocacy, creation, and engagement
- **Rebranded** communications between CHSOC students and administration by increasing online student engagement by 49%

Chief of Staff ***May 2018 - May 2019***

- **Lead** staff of 35+ student leaders in strong efforts to change policy and bring forth opportunities in support of all School of Communications undergraduate and graduate students
- **Organized** an administrative system to coordinate and organize over 40 on-campus programs and initiatives

KMSS-TV FOX 33 News **Shreveport, LA**
Evening Newscast Intern *Jun. 2018 – Jul. 2018*

- **Edited** news packages; Wrote leads for newscasts; Conducted research and fact-checked stories
- **Supported** producers and anchors for news show by pre-screening guests

1867 Undergraduate Assistantship Program **Washington, D.C.**
Campus Ambassador *May 2018 - Present*

- **Supported** the Office of the President at signature university events such as Charter Day, Convocation, and Commencement by working with notable alumni, key donors, distinguished guests, and visitors

Howard Campus Media, The Hilltop Newspaper, Spotlight Network **Washington, D.C.**
Campus Reporter/Writer *Sept. 2017 – May 2018*

- **Reported** on current campus news and events
- **Published** articles covering campus news, local breaking news; Pitched article ideas weekly
- **Wrote**, edited, and produced news packages; Conducted interviews for on-campus television station

HONORS/AWARDS

The Walt Disney Company UNCF Corporate Scholars Program **Washington, D.C.**
Scholarship Recipient *Sept. 2019*

- **Selected** to participate in a web-based platform that provides black undergraduate students with practical tools in preparation for a career in the entertainment industry

Bloomberg Scholarship **Washington, D.C.**

Scholarship Recipient *Aug. 2019, Aug. 2018*

- **Selected** as a recipient for a merit-based scholarship for broadcast news majors