

Kaye Daniel

CONTACT INFO

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337 606 1934

Atlanta, GA

EDUCATION

Spelman College
Atlanta, GA
Bachelor of Arts:
Comparative
Women's Studies -
Self-design Focus:
Communication/PR

Expected Graduation
May 2023

CAREER OBJECTIVE

Exceptionally creative and analytical thinker with follow-through skills in Communication and Public Relations. Willing to tackle projects to increase brand awareness and enhance marketing and media presence. Works quickly and efficiently with great attention to detail and superb writing and editing skills. Hoping to obtain mentorship from established publicists in the entertainment industry.

PROFESSAL EXPERIENCE

June 2022 - Present
Creative Artists Agency
Los Angeles, CA

DIGITAL MEDIA INTERN

- Collaborate with web, multimedia, or art design staffs to create multimedia content that conform to brand and company visual format
- Assist in the evaluation or negotiation of contracts with partners
- Conduct marketing initiatives, such as viral marketing campaigns through social media

May 2022 - Present
HBCU in LA
Los Angeles, CA

2022 HBCU IN LA COHORT

- EICOP's HBCU in LA is an innovative pipeline development program designed to provide access and opportunity to underrepresented students of color and help meet the industry's diversity goal of employing a workforce that is reflective of the diverse communities it serves

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EXPERTISE

Content Generation

Industry Trend Understanding

Marketing Strategy

Public Relations

PROFESSAL EXPERIENCE

Aug 2021 - May 2022
Dostyar USA
Atlanta, GA

JUNIOR ASSOCIATE

- Direct and coordinate the supportive services departments of the organization
- Prepare and review operational reports and schedule to ensure accuracy and efficiently
- Analyze internal processes and recommend and implement procedural or policy changes to improve operations, such as supply changes of the disposal of records

Sep 2021 - Jan 2022
Dr. Martin Curry
Denistry
Atlanta, GA

SOCIAL MEDIA MANAGER

- Establish and maintain effective and working relationship with clients and media representatives, and use these relationships to develop new business opportunites

Jul 2021 - Oct 2021
LW Branding
Remote

SPORTS MEDIA MARKETING INTERN

- Develop contacts with individuals and organizations, and apply effective strategies and techniques to ensure clients' success
- Confer with clients to develop strategies for their careers, and to explain actions taken on their behalf
- Remained informed on industry trends and deals

May 2021 - Aug 2021
Anointed Creations & Rentals
Lafayette, LA

EVENT COORDINATOR INTERN

- Plan event logistics by performing site evaluations and cost estimates
- Organize event facility and audio-visual arrangements
- Plan, coordinate, and execute weddings, birthday parties, and other special events