

Aaliyah Hardy

526 Irving Street NW APT A, Washington DC 20010
Home: 313-588-3489 - aaliyahhardy97@gmail.com

Summary

Highly organized and goal oriented Communications Specialist. Areas of expertise include web and print content development, public speaking and project management, both online and direct mail marketing campaigns and strategy. Solid understanding of digital marketing, including SEO, and social media marketing.

Education and Training

Bachelor of Arts : Strategic, Legal and Management Communication , 2020

Howard University — Washington, DC

- Focus in **Public Relations**
- Minor in **Business Administration**

Skills

- Oral and written communication
- Strong interpersonal skills
- Adobe Creative Suite proficiency
- SEO proficiency
- Press conferences
- Press releases
- MS Office Suite
- Wordpress proficiency
- Strategic planning
- Event planning
- Digital data analysis
- Freelance photography
- Knowledgeable: Facebook Ads/ Pixel, Google Analytics, Hootsuite and Adobe Campaign

Experience

Director of Events

August 2018 to Current

American Marketing Association Howard University Chapter — Washington, DC

- Established relationships with all corporate sponsors, local and on campus organizations, **Howard University Center for Career Excellence** and community members through active listening and positive engagement.
- Planned, organized, and executed corporate sponsored events, including informationals and workshops for members.
- Corrected issues in timely manner to maintain productivity goals.

Assistant Producer

March 2018 to January 2019

The Behind the Mind Radio Show on We Act Radio — Washington, DC

- Researched and introduced fresh and new angles on previously-reported material to update and inform readers on various social media platforms.
- Analyzed consumer engagement to establish optimal media outlet variation for promotional strategies.
- Promoted targeted content through various social networking sites such as **Twitter** and **Facebook** and aggregators such as **Hootsuite** .
- Gathered **5-7** potential digital news segments each **week** and organized each in a content calendar.

Communications Intern

June 2018 to August 2018

MBSYEP at We Act Radio — Washington, DC

- Secured media placement in top trade publications such as **Fox 5, ABC 7, WTOP** in effort to advance public awareness of **Bill 22-0839**.
- Worked effectively in a heavily cross-functional, fast paced environment.
- Managed all social media programs, including Internet forums, blogs, social networking applications and message boards.
- Established effective working relationships with government officials and media representatives.
- Curated a successful public/ media press conference.

- Wrote and developed media kits for media contacts.
- Interviewed **DC Councilmen** to receive stand on **Bill 22-0839**
- Captured and documented footage with **DSLR**.

Director of Community Outreach

August 2017 to May 2018

American Marketing Association Howard University Chapter — Washington, DC

- Educated AMA members on resources and programs in the local community.
- Estimated and justified facilities and equipment costs based on project needs and available resources.
- Gathered and analyzed data on community needs and interests.
- Maintained up-to-date and accurate program/ event files and records.

Google Code Corps Team Member

June 2016 to August 2016

Americorp Vista - Volunteers In Service To America — Detroit, MI

- Facilitated CS First programs at **3** Boys and Girls Club organizations.
- Taught CS First/Scratch coding to **80-100** kids **4 days weekly**.
- Implemented other activities to support the sustainability of the program such as, field trips, training local staff, outreach to encourage more children to participate, and planning a Celebration of Coding event.
- Compiled attendance records of students using **Google Spreadsheet** and reported to VISTA Team Leaders.
- Engaged with parents of students to ensure their knowledgeability of the program.
- Documented and captured footage with **DSLR** for future promotional usage.

Additional Information

Store Owner **Shopify Dropshipping**

- Monitored multiple databases to keep track of all company inventory..
- Conducted analysis to address **audience targeting** which led to **higher content engagement**.
- Produced marketing graphics that were attractive and high-quality by applying skills in **Adobe Photoshop**.
- Managed all company customer engagement campaigns using **Facebook Ads and Google Analytics**

PR Intern **Fresh Perspective Seminars** (2018)

- Developed a press release while performing as point of contact.
- Assisted production team to ensure optimal success during preparation for final event.
- Managed all social networks.

Administrative Assistant for **Realtor Darsheika Giles| Keller Williams Realty** (2015)

- Supported office operations, managed client correspondence, ensured record tracking and handled internal communications.
- Assembled and mailed informational packets, reports and publications.

Activities and Honors

- E-board member, **American Marketing Association** Howard University chapter
- Member, **Public Relations Student Society of America** Howard University chapter
- Member, **Howard Gospel Choir** Howard University
- Member, **National Association of Black Journalist** Howard University chapter
- **Americorp** VISTA
- **TOYOTA** "Making Life Easier" scholarship recipient
- "Youth of the Year" **NFL/ Yet Dauch Boys and Girls Club** (2016)

Websites, Portfolios, Profiles

- <https://aaliyahhardy97.wixsite.com/publicrelations>