

# ALESA GERALD

## PUBLIC RELATIONS SPECIALIST

817-821-2862 | ALESAGERALD@GMAIL.COM

### PROFILE

I am a public relations specialist with over three years of experience in the communications field. I've worked on projects for corporate teams, start-ups and nonprofit organizations.

### EDUCATION

#### B.A. IN JOURNALISM (FOCUS IN PUBLIC RELATIONS), MINOR IN BUSINESS MANAGEMENT

University of North Texas | 2017 - 2020

#### M.A IN STRATEGIC COMMUNICATION AND DIGITAL STRATEGY

University of Oklahoma | 2023 - Present

### PROFESSIONAL SKILLS

Adobe Creative Cloud  
Canva  
Microsoft Suite  
AP Style  
Proficiency in Social Media  
News Writing  
Feature Writing  
Google Analytics  
SEO Tracking  
Key Performance Indicators (KPI)  
CITI Responsible Conduct of Research

### LEADERSHIP AND COMMUNITY SERVICE

#### NATIONAL ASSOCIATION OF BLACK JOURNALISTS

- Vice-President Fall 19 - Spring 20
- Treasurer Fall 18 - Spring 19

#### ALPHA KAPPA ALPHA SORORITY, INC.

- Committee Chairman Fall '19 - 2020
- Media Co-Coordinator '20 - present

#### GREAT COMMISSION BAPTIST CHURCH

- Youth Mentor May 14 - present

### EXPERIENCE

#### ACCOUNT SPECIALIST

Bernadette Davis Communications | Feb. 2022 - Present

- Supported and created content for clients, including Fortune 100 companies.
- Assisted in developing and implementing a communications strategy designed to further company objectives.
- Assisted with other external and internal communications duties such as analyzing data, conducting research and creating reports.
- Increased social media followership four-fold by developing relevant content.
- Managed event calendars for a prominent author and historian.

#### PUBLIC RELATIONS LIAISON

Forefront Living | Oct. 2020 - Jan. 2022

- Ensured all collateral and company materials were current, accurate and properly reflected the brand and desired messaging.
- Supported all website updates and blog content across all entities.
- Actively support company news and project development, including press release distribution, article development, social media, etc.
- Consistently updated the style guide and implemented company branding across all platforms.

#### PUBLIC RELATIONS AND MARKETING INTERN

InspectIR Systems, LLC | Jan. 2020 - May 2020

- Used research and monitoring tools to track clients' media presence.
- Drafted press releases and managed media pitches.
- Organized company server to ensure efficiency.
- Managed the organization's social media accounts, blog and created any correlating graphics.

#### PUBLIC RELATIONS SPECIALIST

SWOOP Agency. | Aug. 2019 - Dec. 2019

- Managed all communications projects for allotted clients.
- Facilitated media relationships through writing and distributing press releases.
- Planned events to keep key stakeholders informed about the company's operations and relevant news.
- Collaborated with team members.

#### COMMUNICATIONS INTERN

Mansfield Independent School District | Jan. 2019 - Aug. 2019

- Supported programs by providing clear and accurate documents to the communications team.
- Researched potential stories to pitch to a supervisor and follow through on the project.
- Served as a photographer for the district events and website.
- Assisted in creating content and graphics for the district website, blog and social media accounts.