

KIERRA C. PITTMAN

JOURNALISM STUDENT AND COMMUNICATIONS SPECIALIST

CONTACT

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SKILLS

DESIGN

Adobe Illustrator, Canva

VIDEO

Adobe Premiere, iMovie

WEB

Atom, CSS, Hootsuite, WordPress

OTHER

AP Style, Microsoft Office, Python,

Program Management

Qualtrics, Simmons,

Social Media Management

HONORS AND AWARDS

Covenant Scholar

UNC Chapel Hill

Hayden B. Renwick Achievement Award

UNC Chapel Hill

2017, 2018, 2019

Dean's List

UNC Chapel Hill

2017, 2019

EXTRACURRICULAR

ACTIVITIES

Carolina Association of Black

Journalists, Communiversity K-8

Mentor, Minority Peer Mentor Council,

Project Heel Publicity Chair, Project

Lift Community Efforts Counselor

UNC Black Ink Writer

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Expected Graduation: May 2020

School of Media and Journalism

Major: Public Relations

Minors: Social and Economic Justice and Entrepreneurship

EXPERIENCE

UNC Accessibility Resources and Service | Chapel Hill, NC

Public Relations Coordinator, JANUARY 2019-Present

- Build and update media lists and databases to increase campus visibility
- Create a brand utilizing social media channels and physical promotion
- Produced a 40-page communication audit to evaluate the organization's ability to send, receive and share information internally and externally

Sonja Haynes Stone Center | Chapel Hill, NC

Media and Public Relations Intern, AUGUST 2018-Present

- Curate social media content calendars for Instagram, Twitter, and Facebook
- Increase social media engagement by 200% within first three months of employment through integrating narrative-based content
- Orchestrate outreach to an average of 10, 500 stakeholders using social media and targeted e-blasts

Carolina Union Board of Directors | Chapel Hill, NC

Long Range Planning Committee Chair, AUGUST 2018-Present

- Coordinate meetings for the Long Range Planning Committee
- Designed layout for the new Henry Copeland Permanent Art Collection installed in the Student Union
- Represent the Office for Diversity and Inclusion as a voice to the operations and the consciousness of the Board

University Office of Diversity and Inclusion | Chapel Hill, NC

Student On-Campus Coordinator, MAY 2018-Present

- Assist professional staff in recruitment and outreach efforts, which may include travel to cities outside of Chapel Hill
- Coordinate Project Uplift and Achieving Carolina Excellence, annually leading 150-student volunteers and over 1,500 participants, to educate underrepresented students about the college experience and application process
- Facilitate educational strategy conversation and solved problems with national and local university leaders

Sonja Haynes Stone Center | Chapel Hill, NC

Office Administrative Assistant, AUGUST 2016-MAY 2018

- Arranged meetings between office professionals and campus departments
- Prepared and analyzed documents including letters, reports, memos, and emails for internal and external use
- Provided extensive administrative and clerical support