

Jirah Nicole Mickle

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EDUCATION: Xavier University of Louisiana, New Orleans
Bachelor of Arts, May 2016, Dean's List
Major: Mass Communications **Minor:** Spanish

PROFESSIONAL EXPERIENCE:

December 2020 Present	Trusted Medical Digital Copywriter <ul style="list-style-type: none">• Content writing• Copywriting• Blog writing• Website content• SEO writing• AP Style• Press releases• Content creation• Social media copy• Content research• B2C writing• Copyediting• WordPress• Creative writing• Interviewing sources• Drafting of media and other online marketing collateral	Hurst, TX
December 2020- Present	Texas Metro News News Reporter <ul style="list-style-type: none">• Craft and develop story pitches• Assist in writing feature stories• Write news briefs for newspaper and web• Host of weekly podcast: The Jirah Nicole Show• Conduct interviews• Conduct research• Make phone calls	Dallas, TX
June 2020- Present	The HOTH Content Writer <ul style="list-style-type: none">• SEO writing• Content writing• Copywriting• Content Research• B2C Writing• Keyword Research	St. Petersburg, FL

August 2017-
June 2020

Ethel's Pharmacy
Medical Marketing Liaison/Director of Public Relations Grand Prairie, TX

- Facilitates communication between Ethel's Pharmacy and medical providers
- Develops strategic partners and networks
- Organizes and collaborates on health awareness events with strategic partners
- Community outreach and education
- Increase patient referrals from referring doctors
- Spanish translation for patients
- Content Marketing
- Blogging
- Website Content
- Brand Development
- Social Media Marketing
- Event Planning
- Drafting of print media and other marketing collateral
- Implement marketing initiatives to generate patient referrals

October 2016-
November 2020

KFC and Long John Silver's Inc.
Restaurant General Manager Little Elm, TX

- Oversee daily operations of the restaurant
- Maintaining fast and quality customer service with food production & delivery
- Customer relations
- Strategic thinking and conflict resolution
- Recruiting, training, and development of team members
- Ensuring the compliance of company policies & procedures
- Inventory management
- Financial accountability
- Employee scheduling
- Financial accountability

June 2016-
August 2016

United Fellowship Full Gospel Baptist Church
Social Media Planner New Orleans, LA

- Brand development
- Content management
- Developing and increasing social media presence
- Social networking research
- Creating a social media calendar and weekly publishing schedule

August 2015-
June 2016

Fox 8 News (WVUE)
News Intern New Orleans, LA

- Researching, developing, and pitching of news stories to the news team
- Coordinate with producers in writing scripts for the newscasts.
- Conduct interviews for reporters and assisting reporters out in the field
- Transcribing interviews for producers and reporters

October 2015-
May 2016

Each One Save One (Mentor Nola)
PR Intern New Orleans, LA

- Fundraising
- Social media marketing
- Developing event marketing strategies
- Providing staffing of booths and tables at community events
- Researching and planning outreach opportunities
- Drafting campaign summary

September 2015

Sally Ann's Pilot Show "The Power is On"
Production Assistant

New Orleans, LA

- Production runner
- Crowd management
- Handing out scripts and other paperwork
- Collecting and delivering equipment
- Looking after the set

August 2015-
December 2015

The Learning Laboratory New Orleans
PR Intern

New Orleans, LA

- Media relations
- Drafting and editing copy for press and news releases, media alerts, pitch letters, and other media materials
- Developing a social media campaign
- Creating and developing promotional video
- Drafting print ads, newsletter, brochures, and other marketing materials
- Writing media backgrounder and fact sheet documents
- Creating interview preparation materials
- Compiling media contact list

August 2015-
January 2016

Jam-All Productions
Personal Assistant/ PR Representative

New Orleans, LA

- Promotion and Social Media Marketing
- Community Engagement
- Fan Building

January 2015-
August 2015

WDSU-TV (Channel 6)
News Intern

New Orleans, LA

- Update parade coordinates on WDSU Parade Tracker App
- Researching, developing, and pitching of news stories to the news team
- Monitor police scanners, making beat calls, and answering newsroom desk phones.
- Coordinate with producers in writing scripts for the newscasts.
- Conduct interviews for reporters and assisting reporters out in the field
- View and log tapes and transcribe interviews for reporters

Spring 2014-
May 2015

WWOZ Swamp Shop
Retail Management Assistant

New Orleans, LA

- Market merchandise through sells and promotion ensuring quality customer service
- Promote all music events affiliated with radio station WWOZ 90.7
- Assisted management with store operation tasks

COLLEGIATE EXPERIENCE:

Fall 2014-

Spring 2015

National Association of Black Journalists New Orleans, LA

President

- Lead the entire membership in a versatile program of various activities, events, projects, and community service

SKILLS:

Spanish Proficiency; Public Speaking; Social Networking; Social Media; News Writing & Reporting; Microsoft Office; Interviews; Event Planning & Coordinating; Blogging; Public Relations

HONORS:

Outstanding Service as President for National Association of Black Journalist (2014-2015); Festival of Scholars

ACITVITIES:

New Orleans Crisis Text Line; Each One Save One (Mentor Nola) Mid-City Ministries; STAIR, OURstory; Public Relations Student Society of America; Secretary for Foreign Language Club (2014-2015); Secretary for Phi Sigma Iota Honor Society (2014-2015); Child tutor, WWOZ 90.7 Volunteer