



NYLA
JAMES

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PROFESSIONAL SUMMARY

Forward-thinking public relations professional skilled at cultivating positive public images. Control media view with targeted communication efforts. Strategically manage complete branding profile, from social media posts to logos and signage. To view additional experience, please visit [my online portfolio](#).

EXPERIENCE

Social Media Marketing Intern May 2024 - July 2024

Girlie Action Media & Marketing | Remote

- Developed image, copy and video content across social channels centered on increasing brand awareness and engagement.
- Tracked and reported on campaign performance for senior marketing staff.
- Assisted account managers with oversight of client social media accounts and posts.
- Participated in brainstorming sessions for new content ideas.

Social Media Manager Intern May 2024 - June 2024

ATLSitter | Atlanta, Georgia

- Increased shares, saves, and follows by incorporating interesting and informative content.
- Tracked and reported on social media analytics to demonstrate success of each platform, approach, and campaign.
- Monitored social media content to maintain continuity across platforms.
- Engaged daily with community using posts, stories and tweets.

Influencer Relations Intern February 2024 - May 2024

Social Branded Boss Collective | Remote

- Developed and maintained professional relationships with influencers and clients.
- Assisted account managers with oversight of client social media accounts and posts.
- Researched, identified and evaluated new digital channels and tools.
- Developed image, copy and video content across social channels centered on increasing brand awareness and engagement.
- Managed social channels with compelling digital copy and content.

EDUCATION

Bachelor of Science (B.S.) - Public Relations July 2024

Kennesaw State University, School of Communication and Media, Kennesaw, Georgia

- Member of Gamma Phi Beta Sorority
- 3.27 GPA
- Dean's List Spring 2024

- Member of Tri-M Music Honor's Society
- Member of Thespian Society
- Graduated with 3.49 GPA

SKILLS

- Content Creation
- Campaign Management
- Recruitment Marketing
- Post Optimization
- Market Research
- Influencer Marketing
- Analytics reporting
- Timeline preparation
- Community Engagement