

KIERRA MCQUEEN

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SUMMARY

Communications & Digital Storytelling Professional with experience in social media content creation, public relations, digital marketing, and community-focused communication. Skilled in producing engaging visual and written content, managing social platforms, supporting creative campaigns, and crafting clear, compelling messages for diverse audiences.

EDUCATION

Oakland University – Rochester, MI

Bachelor of Arts in Journalism – Expected 2025

Relevant Coursework: Digital Media Production, Sports Communication 4500, Public Relations & Media Communication, TV Production & Writing

PROFESSIONAL EXPERIENCE

Oakland Community Health Network – Troy, MI

Communications Intern | 2025 – Present

- Create social media content, flyers, and digital assets using Adobe Express.
- Draft newsletters and event communications shared across the organization.
- Support outreach initiatives by gathering community data for reporting.
- Assist with event logistics and preparation of talking points.
- Contribute ideas and content for digital storytelling projects.

Davita Kidney Care – Detroit, MI

Administrative Assistant | 2023 – 2025

- Coordinated distribution of communication materials and newsletters.
- Managed scheduling, calendars, and clinic-wide announcements.
- Prepared internal updates and communication materials for leadership.

Plum Hollow Country Club – Southfield, MI

Media Relations Coordinator | 2022 – 2023

- Created promotional flyers, press materials, and event updates.
- Recorded event highlights and developed post-event summaries.
- Supported seasonal marketing campaigns that boosted engagement metrics.

Xenith Football Helmet Company – Detroit, MI

Customer Experience Representative | 2018 – 2020

- Served as a primary contact for customers, collegiate programs, and NFL partners.
- Assisted in B2B sales operations with athletic programs and equipment staff.
- Collaborated with senior leadership on production-efficiency strategies.
- Managed sales activity and records in the CRM system.
- Supported accounting with tracking invoices and payment updates.

SKILLS

Media Relations • Press Releases • Social Media Content • Event Coordination • Digital Storytelling • Microsoft Office • Adobe Express • Canva • CRM Systems • Digital Marketing • Creative Writing • Video/Photo Content Creation • Brand Messaging