

DA'MARCUS A. SNIPES

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PROFESSIONAL SUMMARY

Motivated communications leader determined to deliver results. Goal-oriented and strong-minded, with highly commended leadership skills. Team player always displaying exemplary work ethic and energy. Ambitious, with strong beliefs in remaining valuable and ascending within an organization.

SKILLS

- Research & Audience Analysis
- Conceptual Skills & Emotional Intelligence
- Storytelling & Brand Strategy
- Digital Marketing
- Internal/ External Communications
- Integrated Marketing Communications
- Social Media Management & Marketing Analytics
- Project Management
- HTML/CSS, Swift, C#, Adobe Creative Cloud, Hootsuite, G-Suite
- Public Speaking & Complex Problem Solving
- Human Resource & Change Management

LEADERSHIP

- Student Affiliate, Steven Cruz Institute for Science, Media + Technology
- National Secretary, Progressive Black Men Inc.
- Director of Public Relations, FAMU Association of Black Journalists
- Senior Senator, FAMU Student Government Association
- Graduate Senator, FIU Student Government Association

NOTABLE AFFILIATIONS

- National Association of Black Journalists
- Online News Association
- Georgia Public Health Association
- Progressive Black Men Inc.
- Forbes The Culture

ACADEMIC BACKGROUND

Florida International University

Master of Science | Global Str. Communications
GPA: 3.8 **December 2020**

- Conflict Resolution and Consensus Building Graduate Certificate
- Communications & Data Science

Florida A&M University

Bachelor of Science | Public Relations
May 2018

- Digital Marketing Communications
- Information Technology
- Capstone Research: "Student perspective of DEI in tech"

PROFESSIONAL CAREER

Executive Editor (Editor-in-Chief)

BLNDED Media | July 2019 - present

- Established the editorial blueprint and implement a new staff model
- Coordinate with the CEO on ongoing and upcoming projects and developments
- Conduct interviews and profile startup founders and Fortune 100 executives
- Collect quantitative and qualitative data from marketing and social campaigns
- Conduct media research to determine customer/consumer insights that identify key communication targets and guide strategic and media plan development
- Seek and analyze competitor marketing and sales materials

Communications Specialist

Cobb & Douglas Public Health | Sept 2018 - present

- Frequently collaborate with over 50 departments including third-party marketing teams and vendors to ensure only the most impact content is posted.
- Fully enhance content released, strongly amplifying, and delivering media ultimately raising interactions by 8%.
- Perform extensive audience analysis and research, promoting only relevant content based on the target audience for over 15 social platform accounts.
- Set up and maintain editorial calendars and publication schedules to ensure precise delivery of pertinent content
- Plan and facilitate weekly meetings, presenting reports, and research to supervisors and senior directors for evaluation.

Office Assistant/ Internal Recruiter

Florida A&M University | May 2018 - Aug 2018

- Implemented an employee best practices guide handbook increasing overall efficiency and productivity by 15%
- Successfully devised and organized a university- wide event with a \$25K budget
- Conducted meticulous recruitment research, ensuring only the most exceptional candidates were hired to improve retention

Box Business Fellow

Box | March 2018

- 1 of 16 collegiate fellows chosen across the nation to help improve business operations, marketing and analytics
- Shadowed top level digital marketers and employee resource/ enhancement leaders, creating implementation and improvement plans to execute weekly.
- Developed business skills, networking skills and marketing skills to assist in enhancing business operations at Box.