

DeShaun Maria Harris

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EDUCATION

The University of Georgia Grady College of Journalism and Mass Communication May 2008
Bachelor of Arts; Publication Management Minor: **Spanish** Magna Cum Laude Graduate Presidential Scholar; Dean's List
Relevant Coursework: Public Relations, Reporting and Editing, Public Speaking, Marketing, Web Development, Media Management

WORK EXPERIENCE

NYC Media Group New York, NY
Marketing & Communications Assistant Oct. 2008-Present

- Conceptualize creative and write copy for NYC Media Group brand and programming promotions online, on-air and in print
- Coordinate marketing partnership with KEXP-Seattle radio; project manage online marketing for Radio New York 91.5 FM
- Write press releases, executive correspondence and custom letters; maintain master press list for Corporate Affairs Director
- Generate and manage meta data tagging for NYCTV's Video on Demand content; serve on cross-functional web design team
- Organize and execute Radio New York 91.5 FM on-site participation at local concerts, parties, festivals and other events
- Practice HR skills by managing NYC Media Group's internship program; vet, interview, select and directly supervisor interns

Morris Communications Augusta, GA
Management Intern June 2008-Aug. 2008

- Extended advertising campaign for newspaper division's "Think Pink" breast cancer month initiative – including events
- Used Belden Associates study to build on *The Augusta Chronicle's* re-branding campaign through print and promotions
- Learned elements of the Landy Chase sales technique, customized for national advertising sales representatives

Georgia Magazine Athens, GA
Editorial Assistant Sept. 2007 – May 2008

- Researched and created editorial content for "Class Notes," "New Books" and "Alumni Profiles" magazine sections
- Wrote feature stories and articles for the "Alumni Profiles" section based on interviews and conducted research

Time Warner New York, NY
Corporate Communications Intern June 2007-Aug. 2007

- Assisted in planning and execution of "Corporate All-Hands Meeting" with corporate events and CNN productions
- Wrote and edited executive and employee correspondences; created a searchable digital database of memos and letters
- Created and presented a strategy to increase public awareness of company's employee satisfaction and diversity

Upscale Magazine Atlanta, GA
Editorial Assistant March 2007-May 2007

- Wrote fashion and beauty news articles for the "Cool Items, Hot Trends" and "Notebook" magazine sections
- Managed the "Table of Contents", "Upfront", "Review" and "Calendar of Events" magazine sections

Fashion and Beauty Editorial Intern May 2006-Aug. 2006

- Organized photo shoots in multiple cities; coordinated work schedules; managed travel budgets and merchandise inventory
- Researched, created and presented story ideas for freelance writers

LEADERSHIP AND DEVELOPMENT

Management Leadership for Tomorrow New York, NY
Alumna, Career Preparation program Oct. 2007-Present

- Conduct interviews, vet for selection students who want to develop skills in finance, media and/or non-profit management
- Participate in exclusive networking/career development events with companies like Google and Creative Artists Agency

Fellow, Career Preparation program Sept. 2006-Sept. 2007

- Nationally selected as one of 125 high-achieving college juniors for an intensive yearlong career preparation program
- Performed analytical skills case studies that facilitated understanding of finance, marketing and management strategies
- Participated in development workshops by top companies such as L'Oreal, General Mills, Credit Suisse and Goldman Sachs

Georgia Daze Recruitment Program Athens, GA
Planning Director Aug. 2006-May 2008

- Created and managed organization budget; drafted university funding requests and grant applications; led 16-person board
- Developed campaigns and 3-day events to assist administration and college departments with recruiting high school seniors

DIGITAL SKILLS

- Familiar with search engine optimization, web analytical measurements and Internet sales/marketing tools
- Advanced knowledge: Microsoft PowerPoint, Excel, Access and Word; Skilled: Adobe Creative Suite (CS3), Flash software

For more information visit www.aspiringmediamaven.com