

# 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: Marketing, Advertising, Print Media Management, MIS, Economics, Statistics, Accounting, Web Development

## WORK EXPERIENCE

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

- Managing trade sponsorship valued at approx. \$21,773 between Radio New York 91.5 FM, KEXP.org and Public Theater
- Creating, compiling and tracking content for redesigned radio website; working with web developers to enhance usability
- Junior project managing the transition of 1,000+ NYCTV video clips from a Brightcove to Akamai video on demand system
- Conceptualizing creative and writing copy for NYCTV programming and brand promotions online, on-air and in print
- Run year-round internship program for all NYCMG departments; directly supervise 2-4 cross-functional interns per session
- Trained on Media Audit and TRAC Media Services TV research systems to assist with development of sales presentations

**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