



# Desere' Cross

I am a team player, problem solver,  
content creator, and results-driven professional  
ready to help you exceed your organizational goals.

704.798.0512

deserecross.com

dscross54@gmail.com

12100 Metric Blvd. Apt. 225

Austin, Tx 78758

## Experience

**Social Media - Media Relations Coordinator** at University of Texas at Austin from Sept. 2016 - Present

- Produce daily content for the university's official social media platforms
- Collaborate with university colleges, schools, and units to pitch stories to local and national media outlets

**Freelance PR** from Aug. 2014 – Present

- Develop digital presence and drive product messaging using strategic marketing campaigns that create media placement and brand awareness
- Assist with event planning and product promotion campaigns
- Design websites and promotional materials, such as logos and flyers

**Social Media Community Leader** at the University of North Carolina at Chapel Hill from Dec. 2014 – Aug. 2016

- Collaborated with offices and departments across campus to produce daily content and promote university events, stories and accomplishments
- Designed more than 20 graphics for the university's social media accounts and UNC prize giveaways
- Created and executed 12 integrated, online marketing & engagement campaigns for the university's social media channels
- Developed the UNC social media website and blog and expanded the university's social media portfolio to include new platforms such as Snapchat and Periscope

**Volunteer Social Media Director** at I Am A Queen, a nonprofit based in Greensboro, NC, from Aug. 2014 – Present

- Assisted with media relations efforts, including writing and editing press releases, pitches and PSAs
- Developed and implemented strategic social media campaigns that resulted in a collective increase of 20% in annual event turnout

**Account Executive** at Black Network Television (BNT), a start-up based in Greensboro, NC, from June – Dec. 2014

- Developed strategies to increase and retain clientele
- Managed 20 advertising accounts through CRM program, Insightly
- Coordinated a successful press conference for BNT and monitored press coverage in local digital and print media

## Education

**University of North Carolina at Chapel Hill**

B.A., Journalism and Mass Communication (Public Relations Sequence)

B.A., Communication Studies (Interpersonal Communication Sequence)

Graduation Date: May 11, 2014

## Skills

- Customer Relationship Management (Insightly)
- Account Management (Quickbooks)
- Microsoft Office and Mac operating systems
- Proficient computer graphic skills in I-Movie, Final Cut Pro and Adobe Suite
- LinkedIn, Blogger, WordPress, Flickr, AP Style, YouTube, Google applications
- HTML, CSS

## References

Available upon request