

Jazmine N. Maddox

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Objective Experience

To play a role in a thriving organization utilizing my strengths in writing, research, social media and management.

Talladega College; Talladega, AL

Director of Development and Public Relations Assistant; November 2009- present

- Produce college magazine, alumni charitable giving mailers, brochures and web content
- Plan college events including Founder's Day Gala 2009 and 2010 alumni weekend events

Cox Communications; Atlanta, GA

Media Relations Intern; May 2009-November 2009

- Draft media releases and officer award nominations for major trade publications
- Conduct customer care, diversity, social media and other research for Multichannel News 'Operator of the Year', the Cox Wireless launch and other special projects
- Compile quarterly results
- Write corporate communication articles and edit content for the intranet
- Collaborated with team on the redesign of the Cox newsroom and myAxis, an internal site for Cox employees
- Reformatted executive biographies and arranged company wide executive officer photo shoot for the Cox website
- Developed and pitched social media plan to media relations directors which resulted in the adoption of Take Charge Twitter and Facebook pages and the first Teen Summit virtual press conference
- Drafted opinion editorials and compiled media coverage reports for the Take Charge 2009 Teen Summit on Internet and Wireless Safety
- Gain virtual audience while managing corporate social reputation on Twitter and Facebook

American Red Cross; Birmingham, AL

Public Affairs Intern; March 2009-May 2009

- Drafted monthly e-newsletter, brochures, media releases, grants and pitched story ideas to local media
- Established partnership between the ARC and local CBS affiliate for severe weather preparedness television and online spots
- Planned and budgeted special events and fundraisers (2009 Ride for the Red-raised \$5,000, Paint the Town Red-raised \$10,000, Talladega/NASCAR Sprint Cup Charitable Drawing)
- Maintained the chapter website

Edelman Public Relations; Atlanta, GA

Corporate Communications Intern; November 2008-February 2009

- Assisted the corporate communications team with partnerships and real estate endeavors
- Conducted research, developed presentations and leave behinds for clients and new business initiatives
- Drafted press releases, media alerts, media list, annual reports and monitored blogs
- Responded to media inquiries regarding ideas that were pitched
- Planned 'Trust Builders,' a 2009 trust building campaign for the Edelman Atlanta office
- Clients list includes: Institute of Inspection Cleaning and Restoration Certification, Pull-A-Part, 12th & Midtown, 1010 Midtown, VF Corporation, AchieveGlobal, Alston & Bird, Wal-Mart, The Alter Group, Starbucks and the Fund

CNN World Headquarters Public Relations; Atlanta, GA

Public Relations Intern; May 2008- September 2008

- Pitched CNN's first iReport Film Festival to national and international schools, websites, blogs and publications (gained coverage across all platforms)
- Facilitated external communications by responding to media inquiries in the social media space during 2008 Democratic Primary coverage
- Pitched the CNN Student News Black in America Parent Discussion Guide
- Pitched The Forum, an online haven for CNN's League of First Time Voters
- Drafted press releases and media lists, developed talent biographies and compiled daily clips
- Staffed CNN Radio interviews, anchor and correspondent photo shoots and events including the Black in America screening and UNICEF production in Atlanta.

Hoover City Schools Board of Education; Hoover, AL

Media Relations Intern; December 2007 - January 2008

Birmingham Mayor's Office, Division of Youth Services; Birmingham, AL

Public Affairs Intern; June 2007 - August 2007

Education

Auburn University, Auburn, AL
Bachelor of Arts in Public Relations; May 2009

Skills

- Microsoft Office, Dreamweaver, Premiere Pro, Final Cut Pro, Windows Movie Maker, HTML, CSS, Cision, Vocus
- Associated Press-style writing and editing