

# donnica k. SMALLS

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## Experience

### **American Institutes for Research** | Atlanta, GA

Health Communications Assistant | 3/2013 - Present

· Media Relations Specialist for the Centers for Disease Control and Prevention's National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention (NCHHSTP).

· Disseminates information to local and national media seeking information and/or interviews concerning HIV, viral hepatitis, sexually transmitted diseases or tuberculosis.

· Collaborates with NCHHSTP senior staff and scientists in developing and coordinating appropriate responses to the media - from providing background information to coordinating interviews.

· Develops messages used to create materials for the media - statements, fact sheets, press releases, press kits, etc.

### **Moore Communications Group** | Tallahassee, FL

Account Coordinator | 8/2012 - 12/2012

Intern | 6/2012- 8/2012

· Demonstrated exceptional project management skills and the ability to juggle multiple roles and responsibilities within a small, fast-paced firm.

· Created targeted media lists and tracked client pick-up in the media.

· Prepared media materials, including media kits, press releases, media advisories, opinion editorials, and letters to the editor for clients and advocates.

· Managed clients' social networking sites on Facebook, Twitter and YouTube while stimulating positive interactions on social media sites.

· Pitched stories and key messages to traditional media and non-traditional media outlets.

· Researched and identified editorial opportunities.

· Participated in internal PR strategy meetings & brainstorm sessions.

### **Post No Bills** | Columbia, SC

Public Relations Intern | 1/2011-5/2011

· Brainstormed & assisted in the development of creative PR campaigns as well as advertising, marketing, and merchandising clients such as Bacardi, Barnyard Flea Market, ESPN, and the SC State Fair.

· Participated in the planning & execution of press conferences and launch events for various retail clients.

### **University of South Carolina Career Center** | Columbia, SC

Marketing Intern | 9/2010- 5/2011

· Conducted market research and benchmarking initiatives through focus groups and surveys.

· Aided in the launch of social media presence on Twitter.

· Assisted in management of Facebook content and tracked community engagement.



## Education

### **University of South Carolina**

B.A. in Journalism & Mass Communications | 5/2011

Major: Public Relations

Minor: African American Studies

GPA: 3.8 - Magna Cum Laude

### **Florida State University**

M.A. in Integrated Marketing Communication | 12/2012

Major: Integrated Marketing & Management Communication

GPA: 3.7

## Software & Skills

· Social Media Platforms: Facebook, Google+, Hootsuite, Twitter, Tumblr, Wordpress & YouTube

· Adobe Creative Suite (Dreamweaver, Fireworks, InDesign & Photoshop)

· Microsoft Office Suite (Word, Excel, Powerpoint & Outlook)

· HTML & CSS

· IBM SPSS Statistics

· Event Marketing | Event Planning |

Grant Writing | Arts Administration |

Nonprofit Management

## Leadership

· USC Y'ALL (Young Alumni Leaving a Legacy) Committee

· Alpha Phi Omega, Iota Mu Chapter, Publicity Chair/ Webmaster

· To Write Love On Her Arms, USC Chapter, VP of Recruitment and

Media Committee Chair

· Garnet & Black, Public Relations Staff

· USC University 101 Peer Leader

· Renaissance Foundation, PR Intern

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