

NYAH RAE SCOTT

EXPERIENCE

Staff Artist

WORD Magazine

APRIL 2022 - JUNE 2022

- Designed a two-page spread using Adobe InDesign, featuring an article about the local farmers' market, food sovereignty, and sustainability.
- Photographed interview subjects and supplemented the content with custom illustrations done in Procreate.
- Doubled as a social media team member and made responsible for posting photography and article highlights on WORD Magazine's Instagram and Twitter.

Publicity Coordinator

UC Santa Barbara AS Program Board

JUNE 2021 - JUNE 2022

- Managed the Facebook, Instagram, Twitter, and Reddit accounts for UCSB's premiere music and cultural programming entity.
- Conducted monthly detailed metrics checks and kept record of analytic feedback for future event messaging curation.
- Oversaw a 82.29% increase in average post impressions within the first three months of my employment across platforms.
- Coordinated collaborations with over 50 UCSB academic departments, three local news outlets, and 26 student groups to curate ASPB publicity campaigns, targeting audiences of up to 20,000 anticipated attendees.
- Supervised a six-person publicity team and assisted in leading 15 marketing ambassadors.

Social Media Coordinator

UC Santa Barbara Office of Public Affairs & Communication

NOVEMBER 2018 - JUNE 2022

- Spearheaded upkeep of the official UC Santa Barbara Instagram account, conducting monthly metrics checks and keeping record of analytic feedback.
- Increased 'Story' engagement by 57% by introducing the ambassadorship and 'Takeover' programs that produced new student-generated content.
- Executed a 69.92% increase in monthly engagement and a 32,305 increase in followers on Instagram from December 2018 to November 2022.
- Directed a team of ambassadors for the UC Santa Barbara TikTok account, organizing content-scheduling and backend employee hours-tracking.

Public Relations & Social Media Assistant

The Goddard Company Public Relations & Marketing

OCTOBER 2020 - JUNE 2021

- Updated The Goddard Company's Facebook, Instagram, Twitter, and LinkedIn accounts.
- Wrote and disseminated press releases and blog posts.
- Curated client media lists and mediated contact between the company president, clients, and news outlets.

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SKILLS

Social Media Content Curation

Reputation & Crisis Management

Copywriting

Video Editing

Graphic Design

InDesign, Photoshop, Canva

Photography

Social Media Metrics Analysis

Instagram, Facebook, & Twitter

Microsoft Office Applications

Word, Excel, & Powerpoint

Google Drive Applications

Docs, Sheets, Slides, Forms, Calendar

Customer Service

Event Planning

Project Management

EDUCATION

University of San Francisco

August 2022 - June 2024

Master of Arts (M.A.)

Professional Communication

**University of California,
Santa Barbara**

August 2018 - June 2022

Bachelor of Arts (B.A.)

GPA: 3.95

Communication & Sociology

Highest Honors Distinction