

Brijea Daniel

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WORK EXPERIENCE

Evna Media PR Jan. 2022 - Present

Public Relations Intern

- Drafts creative pitches on behalf of clients to secure media coverage
- Develops specialized media outreach and coverage lists
- Conducts daily press tracking and digital tabbing for beauty and fashion clients
- Utilizes knowledge of the beauty, fashion and wellness industry to develop effective pitch angles and secure consistent coverage

Women's Inter-Cultural Exchange July 2020 - Nov. 2020

Public Relations Assistant

- Managed the organization's web and social media presence
- Developed original social media content catered to target audiences
- Utilized engagement analytics to draft personalized content schedules
- Prepared press releases and feature pieces for publication

ABC11 - WTVD Sept. 2019 - Dec. 2019

Communications Intern

- Worked closely with executive producers to prepare multimedia packages for broadcast
- Converted audio material into news articles for the station's website
- Collaborated with reporters to collect footage for the evening news segments
- Developed thematic ideas for web content and multimedia packages

CBS News June 2019 - Aug. 2019

Investigative Unit Intern

- Collaborated with team members to develop, script, and produce an original multimedia package for broadcast
- Edited draft articles for publication using AP Style
- Managed the tip line and selected newsworthy material for air
- Conducted extensive research related to potential story ideas and leads

NASCAR May 2018 - Aug. 2018

Communications Intern

- Formulated, presented, and facilitated promotional campaigns
- Authored media advisories and press releases for local media contacts
- Published articles for the company website and social media platforms
- Designed brochures and flyers for the communications department
- Scripted promotional content for racer appearances and events

PROFESSIONAL SUMMARY

Innovative and synergetic communications strategist with exceptional relationship-building skills and meticulous attention to detail. Presently, she is pursuing innovative, hands-on experience from USC Annenberg's esteemed public relations and advertising program.

EDUCATION

The University of Southern California

May 2023

Master's degree in PR and Advertising

The University of North Carolina

May 2020

Bachelor's degree in Global Studies and Broadcast Journalism

SKILLS & PROFICIENCIES

Skills:

- Active listening
- Content writing
- Public speaking
- Media outreach
- Research
- Multitasking
- Problem solving
- Branding
- Client relations
- Event planning

Proficient knowledge of the following software:

- Adobe Premiere, Audition, Lightroom
- RStudio
- WordPress