

Jada Pierre

ejadapierre@gmail.com | 713-548-3956 | [Linkedin](#)

EDUCATION

Florida A&M University

Bachelors of Science in Broadcast Journalism
Dean's List

Tallahassee, Florida

August 2021-Present

EXPERIENCE

Reels By JP

Aug 2021 – Present

Freelance Videographer and Content Creator

- Own and operate a videography business producing promotional, graduation, and event videos.
- Lead content strategy and social media marketing, resulting in a 25% increase in audience engagement.
- Collaborate with clients to deliver personalized, high-quality digital storytelling products.

FOX 26 Houston – Emma Bowen Foundation Intern – Houston, TX

May 2022 – July 2023

Digital Intern

- Produced digital content for FOX 26's social platforms, contributing to increased user engagement.
- Attended daily editorial meetings; pitched ideas, conducted research, and wrote scripts for news segments.
- Edited video packages and published timely updates across digital channels.

Hyundai Motor America – Tallahassee, FL

Aug 2023 – Dec 2023

Digital Intern

- Created articles and multimedia content highlighting Hyundai's community and diversity initiatives.
- Supported event planning and on-site coverage, including interviews and social media documentation.
- Gained hands-on experience in corporate communications and brand storytelling.

J-School Journals – Short Film Expo – Tallahassee, FL

Aug 2024 – Dec 2024

Public Relations Coordinator

- Led PR efforts for a university film festival, managing communications and media outreach.
- Directed a team to execute event promotion, increasing visibility within the local community.
- Created press releases, social media content, and event flyers to boost audience engagement.

Technical Skills

- Canva (Graphic Design & Content Layout)
- Google Workspace (Docs, Slides, Sheets, Drive)
- Microsoft Office Suite ((Word, Excel, PowerPoint, Outlook)
- Social Media (TikTok, Instagram, Facebook)
- Google Systems (Google Drive, Dropbox)
- Virtual Communication (Zoom, Google Meets)

References

Kenneth Jones | Director of FAMU J-Schools Journals
(850)-510-6177; kenneth.jones@famuedu

Greg Morrison | Founders of Black Automotive Media Group
(404)-372-3269-; griosouth@cs.com

Founders of Black Automotive Media Group

Andrea Evans | Mentor

(202)-907-8203; andrea.evans@evansiplaw.com

Skills

- Strategic Communications Planning
- Public Relations & Media Outreach
- Content Creation & Editing
- Project Management & Coordination
- Cross-Functional Collaboration
- Event Planning & Promotion
- Documentation & Publication Management
- Video Production & Social Media Marketing
- Adobe Creative Suite | Canva | Google Workspace
- Strong Written & Verbal Communication

Organizations & Volunteering

FAMU National Association of Black Journalists

Public Relations Student Society of America

The Real Beta Alpha Chapter of Delta Sigma Theta Sorority, Inc.