# Tiera C. Harris

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## Education

**Georgetown University** **Present**

Master of Public Relations and Corporate Communications

**Hampton University** **August 2008-May 2012**

Bachelor of Arts in Broadcast Journalism, Minor in English Arts
Hampton University Honors College Graduate GPA: 3.5

## Professional Experience

**D&E Non-profit Housing Counseling Agency** **July-Dec 2012**

Communications Specialist (Contracted)

- Launched the public relations and marketing strategies for new housing programs.
- Managed and provided content for new website and social network accounts.
- Communicated with press and public community in over 22 Georgia counties, reaching 500 potential customers per month.
- Created custom print publications using Adobe InDesign.
- Promoted the project's brand through all communication avenues.

**WTKR News Channel 3 (Hampton Roads CBS Affiliate)** **Summer 2011**

Intern - News Room

- Managed news desk, sorted incoming press releases and sought information on newsworthy events.
- Contributed stories and content, weekly, to WTKR websites.
- Shadowed marketing and promotions professionals.
- Generated news packages as reporter, editor, and writer.

**Scripps Networks (HGTV, Food Network, DIY Network)** **Summer 2010**

Intern - Digital department

- Served as project coordinator for production of Scripps' websites, utilizing Microsoft SharePoint.
- Developed content for HGTV.com. and DIYNetwork.com.
- Produced advertisements for national advertisers including Proctor and Gamble; satisfying sales deals worth over $600k.
- Assisted in strategic SEO research and development.

**Fox Sports South** **Summer 2009**

Intern – Original Programming, Events and Marketing

- Assisted in production of Atlanta Braves baseball game broad- casts.
- Contributed to Fox Sports Network's social networking tools including twitter and Facebook.
- Researched and edited footage for original programs including SEC TV and ACC All Access.

## Relevant Skills

- Proficient with Microsoft Office Suite.
- Strong written and verbal communication abilities.
- Strategic and creative research capabilities.
- Social media savvy including Facebook, LinkedIn, Twitter and Wordpress.
- Final Cut Pro, Adobe Photoshop, & Adobe InDesign proficiency.
- Basecamp and SharePoint Soft- wares familiarity.
- Video production and editing skill.

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## Recent & Relevant Coursework

- Elements of Communications planning: Conducted research to produce a complete Request for Proposal (RFP) & crisis communications plan.
- PR Case Studies: Evaluating PR cases and applied successful strategies to current case theories.
- Ethics in Communications: Applied ethical theories Developed a personal, professional code of ethics
- HBCU Buzz Inc. Contributing Writer- drafted and edited multiple articles and web content for a high traffic website.