

## CONTACT

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 @AiyanaEvans

 www.AiyanaEvans.com

## MEDIA SKILLS

- Daily user of Adobe Creative Suite and Microsoft Office
- Extensive knowledge of video editing (Edius, Adobe Premiere, Final Cut Pro X)
- Expert operation of DSLR cameras, Sony, Panasonic, Canon, JVC
- Public & Media Relations insight
- Ability to comfortably speak in front of large audiences
- AP Style Script & Copy Writing
- Efficiently works under pressure and abides by deadlines
- Proficiently uses OBS Studio
- Website maintenance and design
- Project Management

## RELATED EXPERIENCE

### Registered Yoga Instructor with the Yoga Alliance

- 200 Hour Certification earned at Y2 Yoga in Charlotte, NC.

### Pressed Podcast

Founder and Host

- Launched independent podcast and recruited celebrity guests.
- Retained worldwide audience with thousands of listeners ages 24-44.
- Developed partnerships with high profile brands like Auntie Anne's, Olaplex Haircare, and Puffin Drinkware.

# AIYANA WILLOUGHBY EVANS

## COMMUNICATIONS PROFESSIONAL | JOURNALIST

### PERSONAL PROFILE

I am a multi-faceted communications professional with years of experience in local news, government communications, internal and external communications. I'm seeking a position that will allow me to share meaningful stories and build engaging content.

### WORK EXPERIENCE

#### Internal Communications Specialist

Coca-Cola Consolidated | Charlotte, NC | Present

- Develops creative copy and engaging multimedia assets that showcase interests of 17,000 teammates
- Collaborates with executive leadership and frontline teammates on initiatives to create communications strategies that align with the company's purpose
- Assisted in development of internal communications content tracker, calendar, and redesigned company intranet to bring refreshing content to the forefront

#### Communications Specialist

Northbrook Village Manager's Office | Northbrook, IL | 2022-2023

- Guided government officials while creating statements and press releases
- Conducted social media awareness training for local police officers, and various government officials
- Wrote, edited, and generated content for bi-monthly community newsletter and weekly e-newsletter that is sent to all 35,000 residents

#### Multimedia Journalist

FOX54 NEWS | Huntsville, Ala | 2021-2022

- Wrote engaging news stories with a focus in innovative storytelling and gathered information using reliable community sources
- Researched, filmed, interviewed, edited, produced and delivered compelling coverage on strict deadline
- Utilized community relationships to assist with pitching story ideas to news director and producers

#### Social Media Strategist

Local Board of Education Campaign | Concord, NC | 2019-2021

- Studied data and analytics to grow social media following and engagement
- Provided media training for candidate and developed strong media presence to produce a winning campaign and successful candidacy

### EDUCATIONAL HISTORY

#### APPALACHIAN STATE UNIVERSITY

B.S. in Journalism & New Media & Digital Cultures

- Graduated Magna Cum Laude
- President of Chancellor's Student Advisory Board
- APP-TV intern