

# JASMINE EDMONSON

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## SKILLS

AP style writing, Adobe Creative Suite (InDesign, Photoshop, Premiere Pro and Illustrator), Microsoft Office Suite, Qualtrics, Social media (Instagram, Facebook, X, Threads, LinkedIn, TikTok and YouTube), Sprinklr, Hootsuite, RocketReach, Constant Contact, Muck Rack, Brandwatch, PR Newswire, Business Wire, TV Eyes, Talkwalker, Factiva, Media Relations, Digital media marketing, Photography, Videography, Graphic design, Web design (Wixsite & WordPress), Creative thinking, Public speaking, Event planning, Collaboration, Conflict management

## RELEVANT COURSEWORK

- Media Writing
- Visual Communication
- Social Media & Digital Branding
- Introduction to Public Relations
- Public Relations Case Studies (2)
- Small Group Communication
- Foundations to Strategic Communication
- Media Ethics & Social Responsibility
- Strategic Communication Campaigns
- Emerging Media

## HONORS AND AWARDS

- Dean's List (2018 – 2021)
- SPJ Mark of Excellence Finalist Award (2019)
- PRSA Diversity Multicultural Scholarship (2020)
- Dow Jones News Fund Emerging Journalists Winner (2020)
- Cum Laude Graduate (2021)
- PRSA ICON Grant Winner (2021)
- PRAL Jack H. Sanders Memorial Scholarship (2022)

## INVOLVEMENT

- PRSSA (2019 – 2021)
- National Association of Black Journalists (2017 – 2021)
- ImPRint Communications (2020)
- LSU Black Caucus (2020 – 2021)
- LSU Black Women Empowerment Initiative (2019 – 2021)
- PRSA (2021 – Present)

## EDUCATION

### Louisiana State University

Baton Rouge, Louisiana | May 2023

Master of Mass Communication (MMC) and Certificate, Strategic Communication  
GPA: 4.0

### Louisiana State University

Baton Rouge, Louisiana | May 2021

B.A., Journalism

Minor(s): International Studies and Communication Studies  
GPA: 3.7

### University of Sussex

Brighton, England | February 2019 – June 2019

LSU Bilateral Study Abroad Program

## EXPERIENCE

### Public Relations Fellow

Hill + Knowlton Strategies

Dallas, Texas | June 2023 – July 2023

- Created or edited news releases, pitches, social media content and backgrounders for clients in the mobility, transportation, health and non-profit sectors
- Monitored traditional and social media to stay informed on conversations surrounding clients
- Developed coverage reports to determine media relations KPIs
- Pitched reporters to engender brand awareness and engagement which resulted in a media hit with a CBS affiliate in Texas for a national health insurance company

### Communications Graduate Assistant

LSU Manship School of Mass Communication

Baton Rouge, Louisiana | January 2022 – May 2023

- Wrote and distributed diverse news releases to local and national media outlets
- Managed and developed strategic content for social media, website and blog
- Edited and published news releases for LSU Reilly Center of Media and Public Affairs
- Wrote and designed bi-monthly e-newsletters about student, faculty and alumni news, upcoming and past events and job postings via Constant Contact
- Developed and implemented campaign plans to continue the mission of the Manship School

### Marketing and Communications Intern

UN Women USA SFBA Chapter

San Francisco, California | June 2021 – September 2021

- Led in writing pitches and a news release for local, national and international media outlets for the chapter's fourth Global Voices Film Festival (GVFF) which received earned media coverage
- Drafted the welcome letter in GVFF's e-program, contributed to the editing process of the entire program and helped plan GVFF's two-day virtual event
- Designed infographics for GVFF's social media accounts and wrote feature stories on the nominated women filmmakers about their careers and films for GVFF's blog
- Created social media copy for the chapter's Instagram, Facebook, X and LinkedIn accounts

### Public Relations Associate Intern

MBP Consultants

New Orleans, Louisiana | June 2021 – August 2021

- Fostered relationships with a broad range of reporters, editors, influencers, event organizers and media outlets through tailored pitching and creative and authentic brand storytelling
- Developed effective news releases, media prep, social media strategy, competitor content analyses and event planning consultation for clients
- Contributed to writing and editing award applications for a corporate social responsibility athleisure brand which resulted in various award wins

### Public Relations Intern

LSU Academic Programs Abroad

Baton Rouge, Louisiana | January 2021 – May 2021

- Created graphics for social media and e-newsletters that promoted events, celebrated holidays and spotlighted domestic and world leaders
- Planned virtual events that highlighted APA and focused on best practices students can use to make the most of their travel experiences
- Wrote educational blog posts about what students should consider before they study away domestically or abroad
- Crafted copy for social media accounts and tracked analytics for communication strategy

### Program Coordinator Intern

Dialogue on Race Louisiana

Baton Rouge, Louisiana | August 2020 – December 2020

- Facilitated virtual dialogue series about understanding systemic racism around the world
- Created promotional flyers for upcoming series and developed newsletters about DORLA's KPIs, initiatives and upcoming events
- Designed social media graphics about the culture and oppression of minority groups and ways to support these groups
- Managed Instagram and Facebook accounts with an average combined engagement of 300 per post