

TASHAIRA RANKIN

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OBJECTIVE

Communications specialist with a strong background in journalism, public relations, and media relations. Experienced in content creation, social media management, and press coordination. Seeking to leverage expertise in writing, editing, and strategic communication to support your organization's mission and goals.

SKILLS

- **Media Relations:** Experienced in managing media inquiries, writing and distributing press releases.
- **Content Creation & Editing:** Skilled in writing, editing, and producing content for newsletters, websites, and other publications.
- **Public Relations:** Experience in campaigns and community engagement.
- **Social Media Management:** Proficient in planning and developing social media messaging, graphics, and outreach strategies.
- **Website & Publication Development:** Knowledgeable in web content updates, publication layouts, and graphic design.
- **Effective Communication:** Professional and polite telephone etiquette, written correspondence, and interpersonal communication.
- **Time Management:** Ability to manage multiple tasks, prioritize effectively, and diffuse situations in a busy office setting.
- **Software Proficiency:** Microsoft Excel, Word, PowerPoint, iNEWS, and general data entry systems.

RELEVANT EXPERIENCE

MULTIPLATFORM PRODUCER

JUNE 2024 – JANUARY 2025

ABC24, MEMPHIS, TN

- Developed news content, gathering critical information for viewers on local and national issues.
- Coordinated media coverage and wrote compelling news stories.

CHIEF MARKETING OFFICER

JUNE 2023 – MARCH 2024

CREATOR SOURCE STUDIOS, SEATTLE, WA

- Designed marketing campaign to enhance brand visibility and audience engagement.
- Supervised content creation across various digital platforms.

NEWSCAST PRODUCER

JUNE 2022 – NOVEMBER 2023

KOMO NEWS, SEATTLE, WA

- Produced high-rated newscasts, overseeing content strategy and execution.
- Managed newsroom communications and media outreach.

PRODUCER

NOVEMBER 2020 – JUNE 2022

WDAM, MOSELLE, MS

- Organized and produced daily newscasts, focusing on community issues and awareness.
- Wrote and edited news content for broadcasts and digital platforms.

PUBLIC RELATIONS MANAGER

JANUARY – JULY 2019

L.R. EASTERLING CAMPAIGN, COLLINS, MS

- Managed campaign messaging and press relations.
- Created promotional literature and maintained social media presence.
- Coordinated public appearances and media engagements.

EXECUTIVE PRODUCER

AUGUST 2019 – APRIL 2020

WUSM SOUTHERN MISS TODAY RADIO, HATTIESBURG, MS

- Led radio programming, supervised staff, and managed content production.
- Conducted interviews and managed public relations efforts.

EDUCATION

MASTER OF PROFESSIONAL STUDIES, PUBLIC RELATIONS

DECEMBER 2025

GEORGETOWN UNIVERSITY, WASHINGTON, D.C.

BACHELOR OF ARTS, PUBLIC RELATIONS

MAY 2020

MINOR: MARKETING

THE UNIVERSITY OF SOUTHERN MISSISSIPPI, HATTIESBURG, MS

ASSOCIATE OF ARTS, LIBERAL ARTS

DECEMBER 2015

JONES COUNTY JUNIOR COLLEGE, ELLISVILLE, MS

ACTIVITIES & LEADERSHIP

Member of Public Relations Student Society of America

Member of National Association of Black Journalists

Member of GRAMMY U

Member of Re-Investing Eagles Around the Community of Hattiesburg

Member of Southern Miss Association of Black Journalists

Vice President of Listen

OCTOBER 2019 – OCTOBER 2021

NOVEMBER 2019 – NOVEMBER 2021

FEBRUARY 2020 – MAY 2021

JANUARY 2020 – MARCH 2020

OCTOBER 2019 – MAY 2020

JANUARY 2020 – MAY 2020