

# LY'KIMBRIA JACKSON

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## EDUCATION

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### Florida Agricultural & Mechanical University / School of Journalism & Graphic Communication

Bachelor of Science, Public Relations

## EXPERIENCE

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### Florida Department of Corrections

Oct. 2022 - Present

Central Office of Human Resources / Security Services Unit (SSU) Promotions

Tallahassee, Fla.

Personnel Technician III

- Manage the SSU procedure for statewide lateral and demotion requests for more than 18,000 state employees
- Guide field and central personnel office staff on a range of personnel issues, including the Request Review Process, Required Documentation, Data Tracking & Collection, and Employee Records

### African Pride

Oct. 2022

Brand Ambassador

Tallahassee, Fla.

- 1 of 2 brand ambassadors selected to participate in tradeshow as a spokesperson to more than 2,000 customers
- Assisted brand liaison(s) in organizing marketing events and provided relevant feedback to the Marketing and Product departments regarding customer requests
- Thoroughly understood company products and services to inform potential customers and reported on competitor's marketing activities

### Blue Legacy Real Estate Group

Mar. 2021 - May 2021

Public Relations Intern

Tallahassee, Fla.

- Shaped the firm's social media presence and refined my sales and marketing skills by attending closings and showings with realtors
- Drafted marketing flyers and offering letters to assist buyers in closing on properties

### Goodwill Big Bend Industries

Jan. 2021 - April 2021

Public Relations Intern

Tallahassee, Fla.

- Created videos and assisted in the launch of social media campaigns promoting sustainable fashion to consumers
- Advised more than one-third of Florida's population of the current events occurring at the cooperation via press releases and blogposts

### The Herald

June 2020 - Aug. 2020

Public Relations Intern

Havana, Fla.

- Pitched stories, researched newsworthy events, and assessed press releases
- Constructed articles for the newspaper during the height of the coronavirus pandemic

### FAMUAN Student Newspaper

April 2020 - Dec. 2021

Staff Writer

Tallahassee, Fla.

- Proposed story ideas and drafted news articles for the print and online version of the newspaper illuminating current political and social matters to more than 10,000 readers cross-platforms

### Journey Student Magazine

Feb. 2020 - Dec. 2021

Magazine Staff Writer / Fashion Assistant

Tallahassee, Fla.

- Authored articles and pitched story ideas for the award-winning student publication
- Collaborated with the Fashion Director to shape the fashion edition and cultural aesthetic of the magazine

## PROFESSIONAL MEMBERSHIP(S) / SKILLS / VOLUNTEER

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**Professional Memberships:** Online News Association & Public Relations Student Society of America

**Skills:** Adobe Photoshop, Adobe Illustrator, AP Style Reporting, Axiom, and SAP

**Volunteer:** Florida A & M University Meek-Eaton Black Archives Research Center & Museum