




TIANNA FANNELL

CONTACT

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EDUCATION

Broward College • Fort Lauderdale, FL

Associates in Communication

Florida Agricultural and Mechanical University • Tallahassee, FL

Bachelors in Public Relations

SKILLS

- Strategic Communication
- Data Analysis
- Team Leadership & Collaboration
- Public Speaking
- Time Management
- Critical Thinking
- Self Motivated
- Resourceful
- Coachable
- Conflict Resolution
- Active Listening
- Multi-Tasking
- Technical Proficiency in CRM, SQL, Excel

CERTIFICATIONS

- Project Management Certification
- Sales Development

SUMMARY

Hard working and performance-driven Communications student with a strong understanding of how to effectively use social media platforms to reach target audiences. Possessing excellent communication and interpersonal skills, as well as an eye for detail.

PROFESSIONAL EXPERIENCE

Marketing Design Internship

Florida A&M University Office of Communications

- Designed and executed a social media marketing campaign that increased the company's Instagram account, @famujamsa, followers by 15% over one month, in addition to generating 25k impressions per post.
- Curated and presented organizational achievements in the highly regarded "40 Under 40" feature, resulting in increased brand visibility and recognition.
- Improved the visual appeal and content quality of FAMU's Fall Magazine by collaborating with design and writing teams.

Staff Writer

Journey Magazine

- Authored and published 10+ highly engaging articles and profiles, ensuring accuracy and exceeding editorial standards.
- Collaborated with editors and team members to refine content, demonstrating a commitment to excellence and timely delivery.
- Produced a diverse range of compelling articles that amplified student voices, resulting in an increase in article engagement.

Social Media Manager

Florida A&M University Jamaican American Student Association (JAMSA)

- Implemented effective social media strategies to grow @famujamsa's Instagram following to 1K followers in 3 months.
- Implemented data-driven approach to refine marketing strategies, leading to a growth in online engagement.
- Maintained a cohesive voice across all social media platforms, resulting in increased club awareness.