



BASCA



The Black Advertising Strategic
Communication Association



Alicia Clark

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EDUCATION

The Ohio State University
Bachelor of Arts in Communication Analysis & Practice
Columbus, Ohio
Expected Summer 2014

RELEVANT EXPERIENCE

NBC 4 news
Media General Intern
Columbus, Ohio
August 2013- Present

- Accompanied reporters, improvised open-ended questions to interviewees
- Encouraged members of the public to participate in short camera interview, by introducing myself first and asking the interviewee to give insight on the particular subject
- Learned the computer editing program, and exported video clips onto the NBC4i YouTube

ADDITIONAL EXPERIENCE

PayPal No Money Challenge
Youth Marketing Team Member
Columbus, Ohio
Winter 2012-Spring 2013

- Facilitated a team of 8 peers to assist me in using while marketing to others the Pay Pal App.
- Organized & planned an OSU event for students to buy Chipotle burritos for \$1.00 by using the Pay Pal App. as a method of payment
- Developed a presentation of my event planning process on PowerPoint including photos, clips & interviews

Justice & Brothers
Lead Brand Representative
Columbus, Ohio
August 2008-August 2012

- Learned and Acquired selling/customer service strategies and skills to “Sell with your Heart”
- Coached & motivated Brand Reps. To meet expectations of the day for business and more
- Participated in store moves, processed shipment and worked floor sets
- Learned how to conduct interviews, and scheduling process and implemented skills

VOLUNTEER AND LEADERSHIP EXPERIENCE

Black Advertising Strategic Communication Association
Member/Treasurer
Columbus, Ohio
Winter 2012-Present

- Responsible for collecting dues in the beginning of the semester
- Attended training sessions about the financial responsibilities & for fundraising techniques

Jack & Jill of America
Member/Treasurer
Columbus, Ohio
Summer 1995-Summer 2012

- Attended leadership conferences, numerous career developing workshops, & etiquette classes
- Volunteered as a group for Negro College Fund Walk, Mid-Ohio Food Bank, Sickle Cell, & Autism annually

RELATED SKILLS

Computer skills: Proficient in Microsoft word, Excel, PowerPoint, Outlook, Word press, Social Media sites

Language skills: English, Basic Spanish and Swahili

HONORS & ACTIVITIES

- ❖ Awarded Proficient in HS Oratorical Competition, Awarded for 100+ service hours to Youth to Youth International, Awarded \$800 for Pay Pal, Honored for Oratorical representation at Regional J&J Conference



Alfonso Gillette IV

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EDUCATION

The Ohio State University

Major: Bachelor of Science in Strategic Communication

Minor: Economics

Columbus, OH

Expected Graduation: May 2015

- **GPA 3.16:** Recipient of multiple merit scholarships that finance 100% of college education

WORK EXPERIENCE

College of Mount St. Joseph Upward Bound

Mentor Counselor

Cincinnati, OH

June 2013- July 2013

- Work collaboratively as a team, live in the residence halls (M-F) during the 5 week residential program, travel with the program participants during the College Exploration Tour (week 6), assist instructors in classes, and participate in a variety of activities with the students, including recreational and study group supervision.
- Demonstrate a high level of maturity with a keen sense of responsibility.
- Show the ability to empathize with others and work effectively with students from diverse backgrounds.
- At all times assume the necessary initiative and perform tasks with little supervision.

Bell National Resource Center

Administrative Assistant

Columbus, OH

April 2011- Present

- Center which connects African-American males with the resources and support they need to succeed on a predominantly white campus
- Perform daily office responsibilities (answer phone calls, receive guests, schedule appointments)
- Update all social media accounts with newsfeeds relevant to the university and community (events, research on African-American males, national news)

Maketewah Country Club

Golf Caddy

Cincinnati, OH

April 2008- Present (Seasonal)

- Carry golf bags around course for players, handing clubs to players upon request.
- Locate driven balls and calculate estimated yardage to the putting green.
- Advise players, as requested on peculiarities of the course and proper club selection.

D.E. Foxx & Associates, Inc.

Human Resources Intern/ Chemical Floor Plant Operator

Cincinnati, OH

July 2011- September 2011

- Work with HR team to assist in managing employee and labor relations, compensation, benefits, diversity, leadership, development, talent acquisition and organization development programs serving as a strategic business partner.
- Worked in Procter & Gamble's Fem Care development plant. Controls equipment systems that process chemical substances into specified products. Monitors the production process and ensure efficiency of systems and equipment.

CAMPUS INVOLVEMENT

The Ohio State Evans Scholars Theta Chapter

Active Member

September 2011- Present

- Full scholarship funded by the WGA based on academics, leadership, community involvement and caddying.
- Participate in philanthropy events to improve character, awareness, and raise funds for the Evans Scholars Foundation.

Bell National Resource Center

Student Ambassador

August 2012- Present

- Serve as a liaison and student leader to the academic and professional information compiled by the Bell National Resource Center.
- Enforcer of the mentalities devoted to the retention of African-American males at The Ohio State University.
- Successfully exemplify the services offered by the Todd A. Bell Resource Center on the African-American Male.

Band of Brothers Student Organization

Director of Events

April 2013- Present

- Volunteer and participate in coordinating Band of Brother Events (blood drives, food for thought discussions, Buckeyethon to raise money for children with cancer, voter registrations etc.)
- Attend weekly meetings to discuss and improve in areas that represent the four core-tiers of Scholarship, Professionalism, Community Service, and Brotherhood.



Raya' D. Petty

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EDUCATION

The Ohio State University
Bachelor of Art in Strategic Communication

Columbus, OH
May 2015

EXPERIENCE

Recreation & Physical Activity Center
Member Services

Columbus, OH
May 2013 - Present

- Guide 10 tours of the facility each semester
- Rent out and sell hundreds of sports and convenience equipment daily
- Maintain order and care of locker rooms and laundry

Frank W. Hale Jr. Black Cultural Center
Student Leader

Columbus, OH
September 2011 - Present

- Delegate daily assignments to 10 employees to foster a steady workflow
- Monitor computer lab use and enforce the university and center guidelines as required
- Field phone calls and record messages for staff

RELEVANT COURSES

Strategic Communication Principles

Communication in Society

Communication Industry Research Methods

History of Communication

COURSE PROJECT

Qualitative Research Design
Career Development Information & Services

Fall 2013

- Designed a research question and a study to measure the effectiveness of on-campus services
- Conducted two field observations that explored students' and advisors' use of career services

ACTIVITIES

Black Advertising and Strategic Communication Association

September 2013 - Present

The African American Voices Gospel Choir
Vice President (previously secretary)

September 2011 - Present

- Coordinate 15 engagements including gospel fests, banquets, fundraisers, and performances for the year
- Prepare an agenda of booking request for board meetings
- Evaluate six sub-ministry coordinators every semester
- Maintained detailed and accurate records of all meetings, rehearsals, and events (Secretary 2012-2013)

SKILLS

- Computer Skills: Intermediate proficiency at Microsoft Word, Power Point, and Excel
- Language Skills: Basic proficiency at writing Spanish and intermediate proficiency at speaking and reading Spanish



Benbella E. Ndiva Jr.

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RELEVANT EXPERIENCE

Multicultural Marketing Intern

The Columbus Crew

March 2013- Present

- Create multi-media recaps of promotional events utilizing photos, video, audio, etc.
- Research new event opportunities enabling the Crew to further integrate their brand with the community.
- Help coordinate on-site efforts at Copa Victoria, Ethnic festivals and other weekend initiatives.
- Interact with a pre-determined list of clients, contributing to a pleasant game-day experience.

Campus Crew Sales Representative

The Columbus Crew

September 2012 – Present (5 months) Columbus, Ohio Area

- Created my own business plan and personal marketing strategy, solidifying success to outperform students at other institutions.
- Promoted the Columbus Crew brand at my university and my surrounding market.
- Drive ticket sales for my school's "College Night at Crew Stadium" by identifying and engaging key decision makers on-campus, such as Greek life, OUAB and other student organizations.

Community Relations Intern

Crew Soccer Foundation (CSF)

July 2011 – December 2011 (6 months)

- Recorded and transcribed content of postgame interviews with Crew players as well as opposing teams' head coaches & players.
- Managed several team related databases including those related to donations, programs, & events (Excel, Word etc.)
- Received, processed, & responded to local charity requests; donating game day vouchers to non-profit organizations and local businesses.
- Provided administrative support to the Community Relations and Crew Soccer Foundation staff as needed.

Account Executive for EcoSummit 2012

The PRactice

August 2012 – Present (6 months) Columbus, Ohio Area

- Maintained constant communication with our client from Paul Werth Associates, to coordinate a media list and gather multimedia from the EcoSummit event.
- Delegated tasks to Account Associates while sustaining good communication with client and AA's.
- 1500 to 1600 delegates from 75 countries came to Columbus, Ohio, for EcoSummit 2012 to hear 10 plenary presentations from the world's premier ecologists, environmental scientists and practitioners.

Activities & Societies

- The Public Relations Society of America (PRSSA) (January 2011-present)
- Media, Marketing & Communications Scholars (MMC) (2010-present)
- Ohio State Men's Club soccer (2010-present)

Education

The Ohio State University
Bachelor of Arts (B.A.), Strategic Communications, Senior
Fall 2013 Expected graduation





Danielle Y. Allen

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EDUCATION

The Ohio State University
Ohio
Bachelor of Arts in Strategic Communications
Minor in Music, Media & Enterprise

Columbus,
Expected Graduation Time: May 2014

WORK EXPERIENCE

Hinson Ltd. Public Relations

PR and Event Planning Intern

- Drafts press releases and media advisories
- Engages in event planning
- Conducts relevant research
- Enhances social media promotions & campaigns (Facebook & Twitter)
- Participates in photo shoots
- Assisted in organizing the New Albany Classic Grand Prix 2013
- Delivered a televised PSA with Abigail Wexner
- Helped in executing charitable event featuring Shaquille O'Neal

April 2013 – Present
Columbus, Ohio

MurphyEpson Inc.

PR Intern

- Helped implementing the RecyColumbus campaign
- Wrote employee acceptance and rejection letters
- Wrote letters to citizens of Columbus, Ohio on behalf of Mayor Michael Coleman
- Improved social media outlet uses for MurphyEpson
- Contacted and gathered local sponsors for RecyColumbus

April 2012 – August 2012
Columbus, Ohio

My English Touch

Office & Home Staging Assistant

Ohio

- Organized and recorded home staging inventory
- Managed office work
- Helped stage homes and apartments on the market around central Ohio

June 2010 – August 2012
Columbus,

Consumer Credit Counseling Services

Office Assistant

- Responsible for office work such as filing & data entry

June 2007 - August 2009
Columbus, Ohio

EXTRACURRICULAR AND LEADERSHIP EXPERIENCE

Certified Tourism Ambassador

Black Advertising and Strategic Communication Assoc. (Social Chair & Social Media Chair)

PR/Brand ambassador for AV3 Ltd. (<http://antivirus3.com/about>)

Buckeyes of Ronald McDonald House Charities

Spokesperson for the Leigh's Legacy Foundation

May 2013 – Present
November 2012 – Present
September 2012 – Present
September 2012 – Present
April 2012 – Present

SKILLS

Microsoft Office: Word, Excel, PowerPoint

Language Skills: English, intermediate Swahili, basic Spanish

Communication Skills: Writes clearly, speaks effectively, listens attentively, openly expresses ideas, able to negotiate/resolve differences, provides feedback, persuasive, analytical in decision making, proficient in social media use

Interpersonal Skills: Works well with others, supportive, motivates others, self-confident, accepts responsibility, professional demeanor, creative/critical thinker, self-starter, capable of both leadership roles and being a team player

Organizational Skills: eye for details, coordinates tasks, meets deadlines, skillfully prioritizes, enjoys reaching personal and professional goals

RELATED COURSEWORK

Branding & Advertising
Contemporary Persuasion
Intercultural Communications
Social Technological Communications
Strategic Journalism Writing
Media & Terrorism
The Globalization of Music
Public Opinion
Public Relations Campaigns
Entrepreneurship



Janelle D. Aden

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EDUCATION

The Ohio State University

Bachelor of Arts in Strategic Communications
Minor in General Business

Columbus, OH
Spring 2016
Overall GPA: 3.87

EXPERIENCE

The Practice

Social Media Specialist

Columbus, Ohio
Summer 2013-Present

- Create informational content
- Find links relevant to public relations, event planning, journalism, marketing, marketing, and social media
- Create posts for the Twitter page of The Practice

Discount Drug Mart

Cashier

Chesterland, Ohio
June 2012 - August 2013

- Trained new employees
- Processed cash transactions
- Multi-tasked in a team-oriented environment

RELATED COURSEWORK

Strategic Communication Principles

Autumn 2013

History of Communications

Autumn 2013

Communications in Society

Spring 2013

LEADERSHIP ACTIVITIES

The Practice

Social Media Specialist

September 2013-Present

Public Relations Student Society of America

Member

Autumn 2013-Present

Black Advertising and Strategic Communication Association

Member

October 2013

National Society of Collegiate Scholars

Member

Spring 2013-Present

Senior Class Officer

Vice President

June 2011 - May 2012

- Planned, organized, created, and allocated funds for Senior Prom
- Responsible for planning and organizing the graduation ceremony for the class of 2012
- Organized numerous fundraisers and events throughout the year
- Responsible for writing a speech and speaking at the graduation ceremony for the class of 2012

SKILLS

- Experience with Mac and PC operating systems
- Proficient in Microsoft Word, PowerPoint, and Excel
- Exceptional written and verbal communication skills
- Public speaking experience
- Excellent time-management skills

Andrea Treadway

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Education

Bachelor of Arts and Science, Arabic Minor
The Ohio State University, Columbus, Ohio
Expected Graduation Date, Fall 2014

Work Experience

Student Assistant March 2012 to Present

Ohio State University Office of Sponsored Programs Columbus, Ohio

As a student assistant, I am responsible for incoming and outgoing mail, emailing and calling vendors, filing and other clerical work.

Student Manager September 2011 to March 2012

Rohr Café, Columbus, Ohio

As the student manager I helped to train new employees and oversee the opening and closing processes. I assisted in the preparation of the food and drinks served while providing nutritional and ingredient information for customers.

Activities

Diversity and Inclusion Scholarship 2010 to Present

Mid-Ohio Food Bank 2011 to Present

Member of the Black Advertising and Strategic Communications Association

References

Kathie Cooper, Senior Accountant Accounts Payable

1960 Kenny Road, Columbus, Ohio 43210

(614) 292-0143

Kate Coghill, Rohr Café Manager

2110 Tuttle Park Place, Columbus, Ohio 43210

(614) 284-9087



Jerica A. Stewart

Stewart.1086@osu.edu
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1457 Presidential Drive, Columbus, OH 43212

Education: The Ohio State University, Columbus campus – Anticipated graduation date: May 2015
GPA 3.778/ 4.0 Major: Strategic Communication

Work Experience

- OSU Child Care Program** October 2013 - Present
-Teacher’s aide assisting with meals, play, and general safety
- Diversity Ambassador** August 2013 - Present
-Meeting and mingling with prospective students and parents
-Developing relationships with Columbus area high schools
- Camp Invention Counselor** June 10- June 14, 2013
- Engaged and became primary contact and authority position of 22 third graders
- City of Toledo Department of Neighborhoods Intern** June 2012-August 2012
-Sorted and organized project files
-Transferred past project files onto a computer and discarded unneeded files

Honors

- Recipient of a School of Communication scholarship (2013)
- Dean’s list student from fall of 2011 through present
- National Society of Collegiate Scholars member

Activities

- Diversity Ambassador Fall 2012- Spring 2013
- Media, Marketing, and Communication Scholar Fall 2011- present
- African American Voices Gospel Choir (AAV) October 2011- present

Other Experiences

- Undergraduate Research Assistant August 2013- Present
- Toledo Area Ministries Unpaid Intern May 2013- August 2013
- First Church of God Christmas Basket Give-Away (volunteer) December 2012

Skills

- Word, Excel, PowerPoint
- Public speaking



Charaun Little

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EDUCATION

The Ohio State University

B.A. Communications: Analysis and Practice

Expected Graduation Date: December 2013

G.P.A: 3.03

COMMUNICATIONS EXPERIENCE

Ohio Technology Consortium (OH-Tech)

Student Communications Manager

09/2013-Present

- Write press releases and web content for the OH-Tech website
- Manages computer mediated communication across four OH-Tech platforms
- Creates communication plans for ground breaking supercomputing research
- Research best practices of social media strategies

Huntington National Bank

Corporate Communications INROADS Intern

06/2013-08/2013

06/2012-08/2012

- Wrote internal articles for the Huntington intranet
- Managed Pelotonia 2012 Jersey Reveal Ticket Distribution List
- Created fliers for Corporate Communications Pelotonia Fundraisers
- Researched for best practices of internal communications strategies
- Assisted with 2012 and 2013 Seeds For Growth seminar
- Managed Internal Pelotonia SharePoint site

Limited Brands

La Senza Customer Intimacy Intern

11/2012-03/2013

- Maintained ongoing La Senza Insiders panelists, their information and records of all contacts and responses.
- Supported communication for the selection of new panelists and the exit of panelists, as directed.
- Facilitated posting of questions, photos and assignments to social media sites as directed and monitors panelists' responses to keep discussions going and identify follow up conversations. Serves as a "community manager" for La Senza Insiders private group.
- Supported the creation of editorial content calendars with questions, activities and assignments planned for this group.
- Supported execution of insight gathering, projects such as surveys, shopping assignments, photo gathering. Responsibilities included: writing and editing of instructions for assignments, answering questions, creating examples, and compiling responses/results.
- Prepared recaps and summaries of key assignments, discussions or activities in order to identify commonalities.

Center for Clinical and Translational Science (CCTS)

Public Relations Intern

01/2011 – 04/2012

- Wrote press releases and web content for the CCTS website
- Distinguished relevant content for press releases for the CCTS web site
- Created a quarterly email newsletter for the CCTS
- Learned content integration for online publication, how to recognize newsworthy events and material and wrote press releases for the local and national media

EXTRACURRICULAR ACTIVITIES

- Black Advertising and Strategic Communications Association Scholarship and Internship Coordinator
- 35th Annual African American Heritage Festival Communications Chair
- National Association for the Advancement of Colored People PR Chair

AWARDS

- Stadium Scholarship Recipient September 2010-May 2012
- Morrill Scholarship Recipient September 2010-Present
- PACE Scholarship Recipient September 2010-Present
- INROADS Scholar June 2011-August 2013



BASCA

Thank you!