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Taiesa Smith

Professional Summary

Aspiring Public Relations Professional | Driven by Creativity and Continuous Learning

As an aspiring Public Relations professional, my passion and creativity fuel my drive to assist brands in achieving their goals. Despite being in the early stages of my career, I bring a solid foundation from my studies and hands-on experiences. With a strong grasp of key PR principles, I am eager to apply my knowledge in media relations, crisis communications, and strategic planning. I thrive in diverse teams, always welcoming feedback and refining my skills to ensure excellence in every project.

Professional Experience

AJC PR

Los Angeles, CA

9/2023 – Current

During my internship with a startup PR company, I have played a role in the following key activities:

- Press Clippings: Meticulously curated and summarized press coverage
- Client Research: Conducted in-depth research to provide clients with valuable insights into their target audience, competitors, and industry landscape.
- Press Release Writing
- Media Alerts: Assisted in creating and distributing timely media alerts to notify stakeholders of important developments.

Dave & Buster's - Server

Long Beach, CA

09/2022 - Current

- Cultivate strong customer relationships
- Intuitively develop rapport with a diverse range of guests, fostering a welcoming and inclusive atmosphere
- Incorporate clear and concise communication abilities
- Coordinate successful celebrations for parties of 10+

WPP Health & Wellness - Attendant

Remote

06/2022 - 08/2022

- Crafted compelling press releases
- Studied successful crisis management campaigns and engaged in simulated crisis scenarios, honing my ability to formulate strategic messaging and maintain a calm and composed demeanor during high-pressure situations
- Identified target audiences, set measurable objectives, devised messaging strategies, and evaluated the effectiveness of communication campaigns through interactive exercises and guidance from industry experts
- Participated in workshops on presentation skills, interpersonal communication, and cultural awareness, fostering a well-rounded skill set necessary for effective public relations practitioners

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Skills

- Persuasive Communication
- Innovative Problem Solving
- Strategic Thinking and Planning
- Relationship Cultivation
- Customer-Centric Approach
- Adaptability and Agility
- Meticulous attention to detail
- Brand Storytelling
- Media Relations
- Analytical Thinking
- Crisis Management
- Leadership and Collaboration

Education

Expected in 05/2024

California State University Long Beach

Long Beach, CA

Bachelor of Arts: Public Relations

- Presidents Honor Roll [Fall '21, Spring '22 & '23]
- Dean's List [Fall '22]
- 3.5 GPA

Relevant Coursework:

- Social Media Communication
- Multimedia and Storytelling
- Photojournalism
- Media Design
- Digital Tools in Public Relations
- Mass Media and Society
- News writing and Ethics
- Principles of Public Relations