

Zion Kelly

Washington, DC | 202-766-4465 | zionkelly18@gmail | zionkelly.com

EDUCATION

Florida A&M University School of Journalism & Graphic Communication

Tallahassee, FL

Degree: Bachelor of Science in Public Relations

Skills: Public Relations, AP Style Writing, Creative Writing, Photography, Public Speaking, Event Coordination, Community Involvement, Social Media Management, Microsoft Platforms, Adobe Platforms, Canva, Research and Analysis, Interpersonal Communication

WORK EXPERIENCE

College Bound Inc.

Washington, DC

Virtual Mentoring Coordinator

September 2023 – Present

- Facilitated alumni-mentor pairings to enhance current college retention and completion rates for over 150 students
- Updated organization's website and managed social media profiles that increased engagement rates
- Coordinated the creation and distribution of monthly newsletters to be disbursed to over 300 students and mentors
- Spearheaded engaging virtual and in person workshops for over 200 students
- Managed the distribution of scholarships amounting in over \$263,000

Marion Barry Youth Leadership Institute

Washington, DC

Workforce Development Specialist

May 2023- August 2023

- Collaborated closely with the Community Outreach Team to cultivate relationships within the DC community
- Delivered impactful leadership training to high school students in classroom settings of 20-400 participants
- Efficiently planned and coordinated events for 400+ youth and 100 staff, ensuring seamless execution and a memorable experience

The Office of Attorney General for the District of Columbia

Washington, DC

Communications Intern

June 2019 – May 2023

- Designed marketing materials to promote events, enhancing attendance and engagement
- Conducted and presented research on pressing issues, including gun violence
- Led and facilitated a teen town hall with the Attorney General his staff and over 60 participants in attendance

The FAMUAN

Tallahassee, FL

Staff Writer

April 2022 – May 2023

- Researched, authored, and edited articles for campus news
- Took photographs and conducted live interviews for campus sporting events

Barkley Advertising

Kansas City, Missouri

Production Assistant

May 2022– August 2022

- Played a key role in the rebranding initiative for Teach for America, spearheading the development of a new logo and brand identity to enhance their market presence and visual appeal
- Supplied support in script writing and production budgets for clients, including Red Lobster, Motel 6, and Teach for America
- Researched and presented comprehensive, data-driven advertising strategies tailored to effectively engage and appeal to the Gen Z demographic

Black News Channel Network

Tallahassee, FL

Production Assistant

September 2021 – March 2022

- Demonstrated ability in filming live television shows and working with teleprompter for on average of 4,000 viewers per show
- Supported machine operators in the setup and operation of production equipment and lighting

The Lawyers Committee for Civil Rights Under Law

Washington, DC

Legal Intern

June 2018 – August 2018

- Conducted in-depth research and authored insightful pieces highlighting systemic issues affecting marginalized communities, with a specific focus on topics like equal education opportunities

LEADERSHIP

Pax Christi International

Italy

Public Speaker

October 2018

- Led a speaking tour throughout Italy talking to students and communities about the importance of activism and nonviolence

March For Our Lives

Washington, DC

Public Speaker

March 2018- March 2021

- Delivered many speeches-largest crowd being over 850,000 in person people addressing gun violence