

Tonya Franklin

601-589-0676

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SKILLS

- Proficiency in Microsoft Office 360 (Word, Excel, PowerPoint, and Publisher)
- Creating media kits, press releases, article writing
- Event management and marketing
- Content creation for flyers, event briefs, presentations, social media graphics, eBooks, and other media assets
- Experience with Canva, Adobe Photoshop and Adobe Illustrator
- Experience with MailChimp, Constant Contact, Mailerlite and email marketing
- Pitch writing and media list development
- Strategy development and implementation: marketing and media campaigns
- Proficiency in online reputation management

EDUCATION

Full Sail University
Master of Arts, Public Relations

Alcorn State University
Bachelor of Arts, Mass Communication

EXPERIENCE

Alpha Omega Theta Sorority, Incorporated

January 2021 – present

- Creating press releases and sending releases
- researching and building media lists
- Securing placements with Girlfriends Magazine, WAPT-16 News, and Where It Begins Magazine
- create media materials
- pitching and managing media placements
- promoting media wins on social media
- Pitching and securing a city proclamation for the organization's community service work

MJS Communications

October 2018 – present

- creating media kits, press releases
- pitching and securing placements
- creating promotional graphics, digital assets
- organizing book releases, book tours (virtual and in-person)
- securing event contracts
- pitching concert event talent
- handling event promotions, digital event marketing strategies
- secure interviews with WLBT, Jackson Advocate, In a Woman's World