

# Endya Watson

writer • researcher •  
strategic communicator

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## Education

**Bachelor of Science**, expected graduation December 2015  
Kent State University, Kent, Ohio  
**Major: Public Relations Minor: Marketing**  
Cumulative GPA: 3.68 Major GPA: 3.72

## Significant Coursework

*Global Advertising and Public Relations*, worked with a team to create a public relations and advertising blog, course included a trip to London, England and Dublin, Ireland to gain first-hand insight on global communication (Spring 2015).

## Professional Experience

**Intern, Flash Communications, Kent State University**  
Research and conduct interviews for web content, produce stories for the weekly faculty-staff newsletter e-Inside and for Kent State's main website (August 2014 to present).

**McNair Scholar, McNair Scholars Summer Research Institute, Kent State University**

Designed a research project that explored the effectiveness of a global public relations campaign, used Hofstede's Cultural Dimensions Theory as a framework, presented findings in a research paper and presentation (June 2014 to present).

**Entertainment Beat Reporter, The Kent Stater, Kent State University**

Conducted interviews among faculty, staff and students, researched weekly story ideas, achieved three front-page stories (January to May 2014).

**Marketing Director, The Kent Stater/KentWired.com, Kent State University**

Developed strategies to increase campus-wide awareness of The Kent Stater and KentWired, prepared daily Twitter and Facebook updates, organized and executed one promotional event, created and implemented a social media contest (January to May 2014).

**Marketing/ Development Intern, The Children's Museum, Cleveland, Ohio**

Used Twitter and Pinterest for museum programming, drafted five donation letters and one press release for annual museum gala, researched content for museum brochures, created contact lists and reached out to personnel for two significant projects (May to August 2013).

## Related Skills

Microsoft Office, Adobe Photoshop, Adobe InDesign, Adobe Premier, Constant Contact, photography experience, Wordpress, Sound Slides

## Activities

Director of Public Relations: Black United Students

Member: Public Relations Student Society of America

Member: Kappa Tau Alpha National Honors Society

Participant: 2015 Public Relations Society of America Bateman Competition