





ILYASAH N SHABAZZ

COMMUNICATIONS PROFESSIONAL

CONTACT

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ilyasahnshabazz.com 

SKILLS

Adobe InDesign
Adobe Photoshop
Database Management
Email Marketing
HTML/CSS
Photography
Social Media Management
Website Management

EDUCATION

M.A., Management
January 2015
University of Phoenix

**B.A., Journalism and Mass
Communication, Public Relations,
and African-American Studies**
May 2013
University of North Carolina
at Chapel Hill

INTERESTS

Body Pump
Food Network
Personal Finance

SUMMARY OF QUALIFICATIONS

Community-minded professional with five years of experience in public relations, marketing, and event planning; a proven ability to effectively foster relationships with key stakeholders, engage with various audiences to deliver powerful, consistent messaging, and organize events with up to 600 attendees; and a strong background in web and social media management.

EXPERIENCE

Freelance

National

Communications Professional and Events Planner

January 2016 - Present

- Write and edit copy for emails, press releases, brochures, and newsletters
- Analyze web content to support the measurement of search data relevance
- Provide on-site event coordination including registration, catering and audio/visual
- Assist clients with budget development, registration and speaker arrangements

Habitat for Humanity of Wake County

Raleigh, NC

Communications and Development Associate

July 2015 - Present

- Strategically update Facebook, Twitter and Instagram pages daily with relevant, shareable content; Increased social media following by 61% across all platforms
- Raised \$11K from 49 donors during 24-hour Giving Tuesday fundraising campaign
- Monitor website and social media analytics monthly
- Serve as liaison to outside vendors for advertising designs, displays and collateral

Compass Center for Women and Families

Chapel Hill, NC

Development and Marketing Coordinator

June 2013 - July 2015

- Coordinated event planning logistics and stewardship to 100+ artists, sponsors for annual art show event with 300+ attendees; raised ~\$55,000 each year
- Created 10-page communications guide for use by all staff members
- Maximized use of donor database to improve staff collaboration on stewardship
- Worked with board of directors and high-level volunteers to enhance fundraising

UNC School of Law

Chapel Hill, NC

Communications Assistant

September 2012 - April 2013

- Maintained 150+ records of media coverage on UNC Law events and stakeholders
- Drafted and edited content for magazines, annual reports, and brochures
- Pitched news stories to local media outlets

Nourish International

Chapel Hill, NC

Intern

May 2012 - April 2013

- Arranged all logistical details for a 5-day conference with 85+ attendees
- Successfully increased student-run chapters from 30 to 45 across the United States
- Trained and supervised a team of three interns to meet weekly outreach goals