**Bryce Robinson**

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**Education**

**Berry College, Mount Berry, GA, Anticipated Graduation May 2024**

Bachelor of Arts in Communication | Public Relations and Digital Storytelling | Spanish Minor

***Leadership Fellow*** *|* selected for scholarship program that helps students to lead, inspire, learn, and teach.

***English as a Second Language*** *|* volunteer to provide childcare for parents attending ESL classes.

**Skills**

commercial copywriting | graphic design | social media management | website design | spanish working proficiency

digital storytelling | project management | brand development | Adobe suite | DSLR photography | live sports coverage

**Work Experience**

***Berry Center for Integrity in Leadership | August 2022 – Present***

*Communication Coordinator*

* Create press releases, newsletters, and social media content, to effectively convey key messages and maintain consistent brand voice.
* Deliver engaging presentations on a range of leadership topics to diverse peer audiences exceeding 50 attendees.
* Demonstrate strong project management skills while being adept at prioritizing tasks, meeting tight deadlines in a fast-paced environment.

***Viking Fusion | August 2022 – Present***

*Social Media Manager* ***|*** *May 2023-Present*

* Create compelling and visually appealing social media content, including graphics, videos, and written posts, to captivate the target audience.
* Utilize social media scheduling and management tools to streamline workflows and maintain a consistent posting schedule.

*Sports Director* ***|*** *December 2022-May 2023*

* Handled live sports coverage, including real-time updates, scores, and multi-camera coverage, to provide a seamless and immersive user experience.
* Used graphics software to design on-screen graphics, lower thirds, and animations to enhance the viewer's experience.

*News Reporter* ***|*** *August 2022-December 2022*

* Identified and pursued unique story angles to deliver exclusive and informative content that differentiates the multimedia website from competitors.

***Second Harvest Food Bank of Central Florida | May 2023-August 2023***

*Marketing Intern*

* Collaborated with the communications team to create compelling and engaging digital content, including photos and written narratives, to raise awareness about the organization's initiatives.
* Supported the organization's events and fundraisers by capturing multimedia content in real-time.

***Ardiendo Learning LLC | January 2020-August 2022***

*Social Media and Marketing Associate*

* Contributed to the development and evolution of the company's brand identity and positioning.
* Generated compelling and relevant content for various marketing channels, including social media, blogs, and newsletters.
* Assisted in planning and executing marketing campaigns to promote academic coaching services.