

Jared Melhado

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Dedicated communications specialist and public relations strategist focused on communications, culture, mental health, inclusivity, fashion, and self-care. Experienced in social media campaigns, research projects, strategic communication, article, feature & blog writing, graphic design, interviewing, and podcast production, as demonstrated below.

EDUCATION

Florida A&M University, School of Journalism & Graphic Communication (SJGC) Tallahassee, Florida

Bachelor of Science (B.S.), Public Relations – **3.6 GPA, Magna Cum Laude**

Honors/Awards: Dean’s List, Tau Sigma National Honor Society, FAMU Graduate Feeder Scholar, Honor Roll

- **Skills:** Meta Business Suite, Constant Contact, Microsoft Office 365, Google Workspace, Procreate, Adobe Creative Suite, Canva, Website & Graphic Design, Photography, Media & Editorial Management, Press, Market Research, SEO, Strategic Planning, Social Media & Data Analytics, Content Creation, Written & Verbal Communication, Creative Writing & Work
- **Certificates:** Stukent Social Media Simternship™ 2023, Muck Rack Essentials 2024, Muck Rack Media Relations 2024, Muck Rack Social Media 2024, Muck Rack Boolean Expert 2024

EXPERIENCE

Apalachee Center, Non-profit Organization Tallahassee, Florida

Communications Specialist

November 2024 – Present

- Configure and design internal newsletter to improve corporate communication, understanding, and employee confidence
- Form social media strategy to increase mental health education in viewers and partners across 6 social media platforms
- Pitch and plan media appearances with local news and media outlets to grow event attendance and mental health education
- Craft and manage agency brochures and signage across 34+ locations to keep organization stature, branding, and advertising
- Produce presentations, press releases, media alerts, forms, and designs for both internal and external company utilization
- Organize and maintain media and outreach lists of stakeholders and followers for community engagement and pitching
- Shoot and record staff, event, and campus photographs and make necessary edits via Adobe Creative Suite

The Shift, Non-profit Organization

Intern & Blogger

Remote

July 2024 – October 2024

- Produced blog posts to advocate and boost the company's mission, mental health awareness, and audience engagement
- Researched and curated news sources via Google Alerts & Muck Rack to support newsletters, media campaigns, and analysis
- Drafted press content, including news releases, to communicate company advances and enhance brand visibility
- Wrote relevant and informative outreach/pitch emails to grow company's media lists of contributors and followers

Research & Strategies Study, Florida A&M University

Primary Researcher

Tallahassee, Florida

January 2024 – April 2024

- Led a research project investigating financial aid comprehension among HBCU students
- Performed interviews to collect qualitative and quantitative data from a percentage of the institution’s student population
- Authored a comprehensive research paper that summarized findings and suggestions to enhance understanding

Venom PROz, Student-Run Public Relations Agency

Internal Communications Director

Tallahassee, Florida

January 2024 – May 2024

- Organized accurate organizational charts and media lists to enhance outreach and build strong media relationships
- Developed innovative ideas and strategies for grassroots campus events, for engagement and community involvement
- Streamlined direct communication, ensuring clear information flow, between various parties, events, and stakeholders

Hyundai Motor America

Public Relations Intern

Remote

October 2023 – December 2023

- Structured engaging feature stories profiling Hyundai & Genesis executives via storytelling
- Created and curated Instagram & LinkedIn social media reels to display vehicles features and information
- Established connections and interviewed with Hyundai & Genesis executives for feature writing and networking initiatives

AFFILIATIONS

- Mental Health Council of the Big Bend **Current ENGAGE Committee Member**, Phi Beta Sigma Fraternity, Inc. **Current Member**, WANM-FM 90.5 “The Flava” **Prev. Staff Writer + Social Media & Podcast Producer**, Journey Magazine **Prev. Staff Writer**, Caribbean Students Association **Prev. Public Relations Officer**, The FAMUAN Newspaper **Prev. Staff Writer**