

Jared Melhado

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Dedicated public relations strategist and writer 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:** Microsoft Office 365, Google Workspace, Procreate, Adobe Creative Suite, Canva, Slack, Website & Graphic Design, Photography, Media & Editorial Management, Press, Market Research, Strategic Planning, Social Media & Data Analytics, Content Creation, Media Lists, 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

The Shift, Non-profit Organization

Remote

Intern & Blogger

July 2024 – Present

- Produce blog posts advocating mental health awareness, boosting the company’s mission and audience engagement
- Research and curate news sources via Google Alerts & Muck Rack to support newsletters, media campaigns, and research
- Draft press content, including news releases, to communicate company advances and enhance brand visibility

Cultivate Vibrance, Non-profit Organization

Remote

Intern

February 2024 – March 2024

- Created design templates to maintain brand identity and tone across platforms to organize style and brand recall
- Tracked project progression using digital content management tools and Asana
- Assisted in designing, developing, and implementing social media campaigns to increase engagement

Research & Strategies Study, Florida A&M University

Tallahassee, Florida

Primary Researcher

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

Tallahassee, Florida

Internal Communications Director

January 2024 – May 2024

- Organize 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

The FAMUAN Newspaper

Tallahassee, Florida

Staff Writer

November 2023 – May 2024

- Conducted local and non-local research to stay informed on current events and information for article depth & relevance
- Interviewed sources to gather quotes, perspectives, and insights, to enrich media content diverse perspectives
- Pitched, wrote, and published engaging and informative articles and stories for digital and print selection

Hyundai Motor America

Remote

Intern

October 2023 – December 2023

- Formed 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

- WANM-FM 90.5 “The Flava” **Staff Writer** + **Social Media & Podcast Producer**, Alpha Eta Chapter of Phi Beta Sigma Fraternity, Inc. **1st Vice President**, Caribbean Students Association **Public Relations Officer**, Journey Magazine **Staff Writer**