



MAYA CHANELL JONES



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Education:

University of Georgia / May 2019

Major: Public Relations

Minor: Spanish

Overall GPA: 3.69

Campus Involvement:

**Alpha Kappa Alpha Sorority, Inc Eta
Xi Chapter / Nov 2018–May 2019**
Member

- Attended chapter meetings, events and actively serve the community while promoting academic excellence on campus

**Grady College of Journalism and
Mass Communication / April 2018–
May 2019**
Student Ambassador

- Represented Grady College and UGA as host and ambassador
- Attended Grady College events, lead tours, and interact with alumni, special guests, speakers, and prospective students to promote Grady College

Skills:

- Adobe Creative Suite
- Google Analytics Certified
- Qualtrics
- Microsoft Office
- WordPress

Relevant Coursework:

- Insights and Analytics
- Public Relations Communications
- Public Relations Administration
- Graphic Communications
- Journalism Writing

Relevant Experience:

Publicis Health, New York City / June 2019 – Aug 2019
Corporate Marketing & Growth Intern

- Support chief marketing officer and global marketing manager on internal and external marketing and business development initiatives across Publicis Health network
- Collaborate with a team of six other interns to concept, develop, and pitch awareness and further promote a recurring event of the Multiple Sclerosis Association of America (MSAA)
- Construct and present trend analysis research project to explain the transformations in the health and wellness industry to Publicis Health marketing and communications executives

UGA Development and Alumni Relations / Sept 2018 – May 2019
Communications Intern

- Assisted in the launch of a new division website for clients, employees, and students to more easily navigate personnel and information
- Conducted alumni interviews and wrote alumni blog content to drive impressions from a network of more than 324,000 university alumni
- Contributed to the planning and execution of social media content to engage with student population and alumni network across various platforms

Talking Dog Agency / May 2018 – May 2019

Director of Fetch – Research and Strategy

- Directed area of research for the academic year to help clients gain a further understanding of the behavior, thoughts, and characteristics of Generation Z with a team of 8 strategists.
- Facilitated research needs of each client teams to help teams begin campaign conceptualizing
- Coordinated research partnership with local private high school administration which included gathering insights on the younger demographic in generation z and a student internship program
- Analyzed results and gathered insights from a survey with more than 300 respondents and a focus groups of 15 participants

Account Executive / October 2017 – April 2018

- Promoted to lead team of 5 while also acting as project manager
- Acted as liaison between client and team members by daily client contact
- Provided tactical and strategic leadership while building effective and innovative solutions of client that built higher customer relationship management

Nor thside Hospital Foundation/ May 2018–August 2018
Marketing and Public Relations Intern

- Worked independently and assisted with fundraising and marketing campaigns, event planning and other special, nonrecurring, and ongoing projects, such as the Back 2 School Drive in which more than 200 backpacks were donated by employees for homeless children