

Nia Daniels

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Education

Langston University

Bachelor of Arts, Broadcast Journalism

Langston, OK

Professional Experience

Twin Cities PR BIOPIC Career Explorer Program

Public Relations Extern

Minneapolis, MN

September 2023-April 2024

- Externship program led by six leading Twin Cities PR agencies—Exponent, Carmichael Lynch Relate, Padilla, Hotwire, Tunheim, and Weber Shandwick—that gives students a real-world look at the communications and PR professions

White House Internship Program

Office of the Vice President

Washington, DC

September 2023 - December 2023

- Internship completed within the Office of the Vice President's communications team
- Contributed to Press Briefing Memos for Administration officials
- Monitored media sources for breaking and day-to-day news
- Contributed to news of day summary documents for Administration officials
- Drafted digital summary documents on the engagement received by the Vice President's social media channels on a weekly basis
- Helped organize transcripts of past media engagements into a shared drive

Langston University

Digital Editor

Langston, OK

August 2021 - May 2023

- Created the Langston Gazette Instagram page: grew the audience to 200 followers, engaged with over 80 accounts, and produced over 65 posts using brand standards to connect with various audiences
- Managed the publishing process from start to finish including scheduling posts and ensured accuracy and quality of digital content across multiple channels
- Edited stories for accuracy, clarity, grammar, punctuation, style and tone

Robinhood

External Affairs and Community Intern

Menlo Park, CA

June 2022 - August 2022

- Established a framework for a national financial education program that required extensive research on HBCUs and led to the creation of an internal HBCU tracking system
- Supported the External Affairs Team to execute a financial literacy panel that featured Robinhood executives and non-profit leaders
- Conducted researched projects on the rise of retail investing and the diversification of fintech platforms, as well as state financial literacy education classes requirements

The Education Trust

Communications and Advocacy Intern

Washington, DC

June 2021 - August 2021

- Developed over 40 pieces of social media content each week that reached over 100,000 people and tracked, monitored, and initiated social media engagement
- Drafted, edited, and published newsletters for over 17,000 email recipients to keep donors and supporters aware of what the organization was doing
- Tracked and annotated the organization's news mentions to send to all 159 staff members
- Participated in meetings to decide organization's next steps on social issues and what stance to take

Programs

- Harvard Alumni for Black Advancement Intern – Selected as one of six interns nationwide for a leadership and professional development internship program dedicated to equip students for community-oriented, equity-centric careers

Skills

Adobe (Photoshop, Audition, Express, and InDesign), Microsoft Office Suite (Excel, Outlook, PowerPoint, Word), Google Applications (Analytics, Calendar, Docs, Forms, Sheets, Slides), Social Media (Facebook, Instagram, Twitter), Canva, and Photography