

# 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

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**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, 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

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**Apalachee Center, Non-profit Organization** Tallahassee, Florida

*Communications Specialist* November 2024 – Present

- Configure and design internal newsletter to improve organization morale and engagement with announcements and reminders
- Form social media content to foster engagement from employees and external partners via Meta Business Suite and LinkedIn
- Manage and update signage across the organization's locations and properties to maintain company stature and branding

**The Shift, Non-profit Organization** Remote

*Intern & Blogger* July 2024 – October 2024

- Produced blog posts advocating mental health awareness, boosting the company's mission 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 to media lists

**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

**Hyundai Motor America** Remote

*Intern* 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

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- 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**, The FAMUAN Newspaper **Staff Writer**, Journey Magazine **Staff Writer**