




# Imani Gaddy

Communications and Social Media Specialist •  
Project Manager • Creative Writer • Brand Storyteller

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## Experience

### Communications Coordinator

*Northwest African American History Museum*

April 2022–Present

Seattle, WA

- Improved social media reach and engagement by 45% in 5 months.
- Led graphic design efforts both print and digital for all major events.
- Planned, created and executed digital campaigns to that improved donations by 53% and boosted general online presence.
- Coordinated with other department heads for promotion of all activities and initiatives.

### Communications and Social Media Manager

*TILA Studios / TILA Studios Gallery*

September 2022–Present

Atlanta, GA

- Created social media campaigns to enhance voice as art industry thought leader.
- Curated and designed annual impact report for sponsors and stakeholders.
- Developed all graphics for events and initiatives.
- Assisted in event planning, marketing, and day of execution of major art events.

### Communications Coordinator

*Better Homes & Gardens Real Estate Metro Brokers*

June 2020–Aug. 2021

Atlanta, GA

- Designed and created copy for email communications and monthly newsletters.
- Developed comprehensive digital campaigns for Facebook accounts resulting in an 47% engagement across all platforms
- Maintained relationship with vendors and act as a liaison between vendors and agents.
- Led, designed, and hosted classes on marketing and communication for agents to use in their business practices.

### Communications & Social Media

*Freelance (Contract)*

March 2020–Present

Atlanta, GA

- Developed and implemented brand strategy for clients across all digital platforms.
- Managed, maintained and analyzed social media channels.
- Created press releases and handled media relations for events.
- Designed digital strategies and campaigns to boost engagement and online visibility through email marketing.
- On-site photography for clients during special events and initiatives.

## Summary

Motivated communications specialist with a **strong aptitude in brand storytelling**, social media management, event planning and digital marketing. **Quick thinker with an eye for detail** that strives in fast paced environments. Adept at empowering companies to communicate and **develop brand identities** while creating audience retention through digital channels.

## Skills & Expertise

### Communications & Marketing

Press Releases Creation, Brand Storytelling & Management, Event Logistics & Publicity, Web Design

### Digital Platforms

Constant Contact, Microsoft Office Suite, Adobe Creative Suite, Canva, Final Cut Pro, Cision, SEO, Google Analytics, Hootsuite, Mailchimp, CRM Software,

### Hospitality

Guest Accommodations, Time Management, Organization, Customer Service, Data Management

### Other

Project Management, Podcast Audio Engineering, Public Speaking, On-Air Talent, Voice Acting, Photography, Graphic Design

## Education

### Georgia State University

June 2019

### Bachelor of Arts in Communications

- Concentration in Public Relations
- Minor: Entertainment Media Management