

Kira Harris

Located in Austin, Texas

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Through strategic planning, empathic communication, and creative flair, I aim to implement compelling campaigns that spark curiosity and engagement among vast audiences. With a Bachelor's degree in Mass Communication and Public Relations alongside a minor in Graphic Design, a Master's

degree in Journalism and Media, and over five years of experience, I have crafted engaging content, managed various marketing channels, and collaborated cross-functionally across departments and industries to enhance brand visibility, optimize performance, and increase audience retention.

Experience

10/2022 -
08/2025

Marketing Manager | North Carolina Museum of Art

Raleigh, North Carolina | Full-Time

- Develop and implement integrated marketing strategies and messaging that elevates the NCMA's brand, drove attendance to seasonal exhibitions, public collections, programmatic offerings across various channels.
- Conduct ongoing market research and engagement analysis to optimize campaign performance and uncover growth opportunities.
- Ensure creative direction and brand consistency across all marketing materials, from digital assets and print ads to experiential campaigns and exhibition branding.
- Oversee the production and distribution of marketing content, including social media posts, digital and print advertising, and press release distribution.
- Manage the museum's social media presence, SEO/SEM initiatives, and digital advertising strategies, leading to the addition of approximately 25,000 new followers over two years.
- Analyze campaign performance using data-driven insights to inform and refine strategies, resulting in consistently improved engagement and ROI.
- Plan and execute strategic marketing campaigns for exhibitions, events, and programs—collaborating cross-functionally with curatorial, education, and visitor experience teams.
- Author and distribute press releases, media alerts, and fact sheets that secured national and regional media coverage, including features in National Geographic, Essence, Artsy, News & Observer, and WUNC.
- Coordinate media days, influencer collaborations, and photo/video shoots to enhance exposure and increase press and visitor engagement.
- Build strategic partnerships with media outlets, local organizations, and institutions (e.g., NC State mascots), producing compelling content that boosted visibility and resonated with audiences.
- Lead strategic planning for the NCMA's 2025–2030 mission goals, contributing to long-term organizational growth and outreach initiatives.
- Manage crisis communications and responded proactively to protect and enhance the museum's public reputation.
- Develop and maintain the marketing budget, ensuring effective allocation of resources and measuring ROI across all campaigns.
- Spearhead community engagement activations, including public art installations supporting Art in Bloom—the NCMA's largest fundraiser. The 2024 activations attracted 2,500+ attendees and generated significant email sign-ups and ticket sales.
- Supervise the marketing internship program and served on the department's hiring committee, mentoring emerging talent and contributing to team development.

01/2025 -
05/2025

Adjunct Professor | UNC Hussman School of Journalism and Media

Raleigh, North Carolina | Contract

Taught an entry-level graphic design course to a class of 16 undergraduate students, focusing on building a strong foundation in Adobe Photoshop, InDesign, and Illustrator. Kira designed the course to balance creative exploration with technical instruction, allowing students to develop original and authentic ideas while gaining tactical proficiency in industry-standard desktop publishing tools. Emphasis was placed on equipping students with essential skills needed to confidently pursue advanced studies in Media and Design.

Key Skills:

- Curriculum development and lesson planning
- Clear, engaging instruction of complex design tools and concepts
- Adapting teaching methods to varied learning styles
- Providing constructive, actionable feedback
- Bridging conceptual thinking with tactical execution
- Proficiency in Adobe Photoshop, InDesign, and Illustrator

10/2024 -
04/2025

Social Media Coordinator | Giorgios Hospitality Group

Durham, North Carolina | Contract

Served as the Social Media Manager for Aria Events and Catering, a premier venue operated by Giorgio's Hospitality Group. Led the strategy, creation, and daily management of all social media content, developing and executing campaigns that showcased the venue's rental offerings. Content was designed to resonate with a broad audience—from intimate family gatherings and birthday parties to large-scale weddings, corporate events, and business meetings. Produced visually engaging, brand-aligned assets that emphasized the venue's versatility, elegance, and unique atmosphere. This role demanded a keen understanding of audience targeting, content strategy, and digital engagement to effectively drive inquiries, increase bookings, and elevate overall brand visibility.

Key Skills:

- Social media strategy development and execution
- Content planning and editorial calendar management
- Creation of brand-aligned, visually compelling content
- Photography and/or video editing for digital platforms

02/2024 -
06/2024

Digital Marketing and Communications Specialist | Pauli Murray Center

Durham, North Carolina | Contract

Crafted and executed strategic digital campaigns across web, email, and social media platforms, with a focus on audience engagement and program promotion. Lead the development and performance of email marketing strategies, while producing digital storytelling content aligned with key cultural moments such as Black History Month, Women's History Month, and fundraising initiatives. Maintain and manage a targeted media list of top 30 outlets, including philanthropy, North Carolina local media, and Black-interest, racial justice, and LGBTQIA+ publications.

Key Skills:

- Thematic digital storytelling campaigns across web, email, and social media
- Email marketing strategy and performance tracking

05/2020 -
12/2022

Co-Founder and Designer | OG Designs and Creations

Raleigh, North Carolina | Self-Employed

OG Designs & Creations is an artist collective created by Artisans and Designers, Okirah Harris and Grayson Howell. Harris and Howell are passionate about using art and dynamic designs to bridge connection between cultures and communities. Their murals and art installations use colors and imagery that ignites a sense of joy and happiness, while also advocating for equity and inclusion.

Key Skills:

- Concept development for murals and installations
- Translating artistic vision into large-scale, community-facing work
- Managing timelines, materials, and on-site execution
- Coordinating with community leaders, volunteers, and stakeholders

02/2022 -
09/2022

Program Coordinator | North Carolina African American Heritage Commission

Raleigh, North Carolina | Full-Time

Developed and executed strategic communication campaigns for the North Carolina African American Heritage Commission (NCAAHC) to amplify the organization's mission and division priorities—particularly for Black History Month and Juneteenth programming. Managed media and marketing efforts, including the creation of press and resource materials for both internal and external partners. Supported cross-channel content development for the NCAAHC website, social media platforms, newsletters, and advertising to boost public engagement. Conducted content research and coordinated events and initiatives to advance program goals. Presented detailed reports on campaign impact and program outcomes to division leadership and commissioners.

Key Skills:

- Planning and organizing public-facing programs and activations
- Data gathering and reporting on campaign performance
- Presenting outcomes and insights to division leaders and commissioners

05/2019 -
07/2021

Assistant To The Director of Public Engagement | N.C. Office of the Governor

Raleigh, North Carolina | Full-Time

Represented Governor Cooper's administration at public events, designed marketing materials, and coordinated engagement programs in partnership with state networks and community organizations. Created a bi-weekly newsletter and implemented public relations strategies to promote campaign initiatives. Collaborated across divisions to identify communication opportunities and drafted official copy for proclamations and award letters.

Key Skills:

- Managing logistics and partnerships for community programs
- Promoting initiatives and campaigns through strategic messaging
- Drafting official documents, proclamations, and ceremonial copy
- Creation of brand-aligned, visually compelling content
- Representing the Governor's Office at events and fostering public trust among communities and among stakeholders

- 09/2017 - 05/2019

Communication Assistant | Environmental Research & Education Foundation
Raleigh, North Carolina | Part-Time

Designed promotional materials and facilitated major events including the Annual Charitable Auction and Fall Classic. Created data-driven visual content using organizational metrics and research. Managed monthly communications across email, reports, and social media, and developed digital content to increase audience engagement. Tracked media coverage and engagement opportunities using Meltwater media listening software.

Key Skills:
 - Creating and scheduling social media content
 - Translating organizational metrics into visual content
 - Writing and organizing monthly email campaigns and reports
- 05/2017 - 08/2017

Publication Specialist | AroundCampus Group
Chapel Hill, North Carolina | Internship

Designed editorial layouts, covers, and print advertisements for university planners using Adobe Creative Suite. Prepared files for press and proofed for accuracy to ensure high-quality production. Collaborated with university communications departments on logistics for planner distribution and coordinated the inclusion of sponsored print advertisements.

Key Skills:
 - Print and Editorial Design
 - Adobe Creative Suite (InDesign, Illustrator, Photoshop)
 - Prepress File Preparation and Proofing
- 06/2016 - 08/2016

News Intern | Spectrum News 1 Central NC
Raleigh, North Carolina | Internship

Assisted news reporters in the field with story production, contributing to newsgathering, audio recording, and non-linear editing to build a professional photojournalism portfolio. Supported newsroom producers by validating final story formats and ensuring journalistic accuracy and quality in content delivery.

Key Skills:
 - Field Reporting Support
 - Photojournalism, Visual Storytelling, Audio Production and Editing
 - Collaboration with Newsroom Teams

Education

- M.A., Media and Journalism, 2022 | University of North Carolina at Chapel Hill
- B.A., Public Relations, Mass Communication, Minor Graphic Design, 2018 | Meredith College

Volunteering

- 04/2023 - 04/2024 Communications Co-Chair | North Carolina Museums Council
- 06/2023 - *Present* Board Member | VAE Raleigh