

OKIRAH HARRIS

Visual Storyteller and Cross-Cultural Communicator

New experiences provide opportunities for one to expand one's range of knowledge, greater perspective for what is possible, and a better understanding of how (and why) people view and interpret the world at large. I challenge myself to push creative boundaries by evolving methods, discovering new practices, artistry, and approaches in order to connect with various audiences.

SCOPE OF ABILITIES

EDITING SOFTWARE

Adobe CC Suite (PR, IL, XD, ID, PS, LR, AE, AU)
Apple Final Cut Pro

INTERACTIVE DESIGN

Basic HTML/CSS and Javascript

MARKETING

Campaign Strategy, SEO, Google Analytics/
Ads, Copy-writing/Email, Social Media
Management, Digital Advertising

CONTENT MANAGEMENT SYSTEMS

Meltwater, Hootsuite, iContact, MailChimp

VISION AND CREATIVITY

Murals, Art Installations, Print and Digital
Marketing Content, Logo Design, Brand
Development

INDEPENDENT WORK

Dorothea Dix Park
Raleigh Murals Project
Activate Good
North Carolina Arts Commission
Creators + Company
So-Called Oreo's Podcast
Meredith College Athletics
The Black On Black Project
DHIC, Inc.
Moore Square Park
3D Wellness Pharmacy

CONTACT

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EDUCATION

Masters of Arts in Media and Journalism

Visual Communication
University of North Carolina at Chapel Hill 2020-2022

Bachelor of Arts in Mass Communication and Public Relations

Minor in Graphic Design
Meredith College 2014-2018

EXPERIENCE

Assistant to the Director of Public Engagement

North Carolina Governor's Office, Governor Roy Cooper MAY 2019 - JUL 2021
Raleigh, NC

Design and produce art layouts, concepts, and marketing based material for events and public engagement programs.

Represent Gov. Cooper at select community events and celebrations by publicly presenting documents on his behalf, actively listening and speaking with community members.

Plan, coordinate, and manage organizational and engagement events regarding various ongoing community partnerships.

Develop and maintain public relations strategy and bi-weekly newsletter.

Collaborate with the internal teams to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Produce final version of proclamations for approval from submitted proclamation proposals.

Communication Assistant

Environmental Research and Education Foundation SEP 2017 - MAY 2019
Raleigh, NC

Create promotional videos for the Annual Charitable Auction and Fall Classic Event and assisted with the facilitation and organization of each event.

Deliver visualizations for data and metrics for organizational logistics research and initiatives using Meltwater Media listening software; Document the details and logistics of each mention using Microsoft Excel.

Organize monthly communications including email broadcasts to share upcoming events, updates of research reports, and in-office collaboration efforts using Outlook and Constant Contact Programs.

Curate content and increase audience engagement on social media channels by tracking engagement opportunities and other supporting material

Publication Specialist

AroundCampus Group MAY 2017 - AUG 2017
Chapel Hill, NC

Invent design assets for university planners using Adobe Suite applications, prep files for press and proof for accuracy; Including editorial layouts, covers, and content

Expand ideas and strategies with other teams and various university representatives to effectively collaborate on logistics for cover placement, data management, and book distribution.

Provide content creation of social media advertisements for companies to be featured in the university planner specific to each school and location.

Communication Intern

Time Warner Cable News JUN 2016 - AUG 2016
Raleigh, NC

Report alongside reporters in the field by news writing, interviewing and assisting with the production of stories.

Build photojournalism portfolio by shadowing photojournalists in the field through electronic news gathering, audio production, and non-linear digital editing.

Learn how to form a final story form and content by shadowing producers in the newsroom.