Malia S. Henry

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Career Objective

Public relations professional with five years of expertise in digital media, data analytics, and project management. Led $125,000 media campaigns, increasing brand visibility by 40%. Managed communications for projects with teams of up to 15 members, delivering impactful strategies that enhanced public perception and engagement.

Education

University of California, San Diego
B.A. in International Studies- Economics, Minor in African American Studies **Spring 2024**

San Diego State University
Candidate for M.A. in Mass Communications & Digital Media **Spring 2026**

Professional and Internship Experience

MAVERiC Studio – *Public & Private Partnerships Intern* **May 2024 – July 2024**

- Secured access to state funding and established fully funded internship; identified over $705,000 in additional funding
- Managed a 4-member cross-functional (drone pilot, engineering, creative, cinematography) team and coordinated with two business partners toward the creation of a drone show.
- Produced and script-edited "XR X-Roads" show, achieving top 15% viewership and YouTube engagement in 5 days
- Streamlined performance audit and survey process, conducting six program audits for a 20% increase in efficiency and goal alignment across three departments

Cura Strategies – *Public Relations Intern* **September 2022 – May 2023**

- Conducted earned media pitching for three clients, resulting in 16 community partnerships, 2,680 featured articles, and five news broadcast features
- Created and refined 75+ marketing materials, including direct mail pieces, instructional/operational memos and videos; drove 1,282 avg. web views, 8,756 YouTube engagements, 2,132 Facebook interactions, and distributed 24,918 materials to 22,342 residents
- Identified key metrics and executed three comprehensive social media audits using content management systems like MuckRack and Hootsuite; derived actionable insights that boosted YouTube view duration to 21:30 and improved newsletter total opens by 33.59%
- Composed 150+ written and digital content, including 14 newsletters, 3 blogs, 100+ social posts, and 4 press releases

Afrikan Black Coalition – *Communications Director* **March 2021 – June 2022**

- Devised two social media strategies and achieved a 64.9% increase in post interactions, along with a 46.9% rise in content engagements in 60 days
- Revitalized internal communications strategy and editorial calendar, producing 20+ targeted marketing campaigns, which increased follower base by 50 members in two months
- Managed two social media interns, overseeing the release of 4 YouTube videos and 15 social media posts

End Citizens United/ Let America Vote (ECU) – *Political Intern* **September 2022 – January 2023**

- Monitored and analyzed over 15 House and Senate campaigns, providing strategic insights on polling and campaign outreach
- Drafted 25+ comprehensive memorandums and candidate biographies; supported political/campaign finance research and outreach for target candidates and incumbents

University of California, San Diego – *Undergraduate Research Assistant* **March 2022 – June 2022**

- Wrote Python scripts, Twitter queries, and text analytics API to review 15,000+ tweets; analyzed data to calculate sentiment scores and synthesize findings

Black Student Union at UC San Diego - *Principal Member* **October 2020 – January 2021**

- Managed facility reservations, budget tracking, and funding for 10+ student programs and international events, increasing efficiency by 25% and reducing administrative overhead by 10 hours per month
- Coordinated event logistics for 25 vendors, 16 performers, 12 workshop facilitators, and 3 keynote speakers; optimized budget allocation for a transnational conference

Afrikan Black Coalition Conference Planning Committee - *Logistics Chair* **August 2020 – January 2021**

- Launched the first virtual conference, integrating platforms like Zoom, HopIn, and Cvent.
- Coordinated venue logistics, vendor negotiations, technical setups, and attendee registrations for a 4-day, 3-night conference with 1500+ participants; successfully executed event activities, resulting in a 98% satisfaction rate and 20% repeat attendance increase
- Oversaw five subcommittee leaders; Facilitated meetings with university administration, 11 California-based Black Student Unions, community leaders, and small businesses

Detour Empowers FANCY, San Diego, CA – *Program Advisor* **January 2019 – May 2020**

- Established partnerships with 75 community leaders, 15 sponsors, 30 donors, and 40 mentors for two Teen Girls Exhibitions
- Devised over 150 workshops, presentations, and lesson plans for opportunity youth within the San Diego Unified School District
- Secured two $10,000 grants and 20 sponsorships for youth programming and S.T.E.A.M. Initiatives

Awards and Honors

- **ASEDI DOC Imagination Grant Fellow, 2022:** Awarded $1000 for innovative student-led initiatives.
- **TRELS-BE Quarterly Award, 2020-2021:** Recognized for impactful Diversity, Equity and Inclusion [DEI] experiential learning projects with a $1000 grant.
- **URS Chancellor's Research Scholarship For Social Sciences, 2021:** Received $5000 for an outstanding design project in social sciences.
- **2022 Marcus Garvey Visionary Award, 2022:** Honored for significant contributions to sociopolitical consciousness and community impact with $1000
- **The Garage StartUp XR Program Appointed Member, 2023:** Maverick XR Studio participant; Excelling in immersive programming and spatial computing (AI, XR, UX and VR)

Technical Skills

- **Design:** Intermediate proficiency in graphic design, video editing, and HTML. Skilled in Microsoft Office, Adobe Creative Suiteand Canva; emerging proficiency in Figma
- **Project Management:** Advanced proficiency in product lifecycle management using Trello, Slack, Notion (CMS), Hootsuite, and Google Workspace
- **Programming Languages:** Emerging proficiency in software creation. Knowledgeable in Python and Unity