

# MEDIA PRODUCTIONS & MARKETING PROFESSIONAL

NIA K MALONE



## SKILLS

### MARKETING



### BRANDING STRATEGY



### CREATIVE/VISUAL ART



### COMMUNICATIONS



### PHOTOGRAPHY



### STORYBOARDING



### PRODUCTION PROCESS



### EDITING (VIDEOS & PHOTOS)



### AUDIO (VOICE & MUSIC)



### MANAGEMENT



## SOFTWARE

- Microsoft Office
- iWork
- Adobe Creative Suite
- DaVinci Resolve
- Canva
- Asana
- Writer Duet
- Analytics
- Ad Manager
- SEO
- E-commerce
- Audacity
- Garage band
- Wix
- Shopify
- Social Media

## EDUCATION

### BA, MEDIA PRODUCTIONS MAJOR & STUDIO ARTS MINOR

University of Houston

2024

### HIGH SCHOOL DIPLOMA

Cedar Hill High School

2019

## EXPERIENCE

### ASSISTANT PRODUCTION DIRECTOR ----- DEC 2023 - APR 2024 (UH Apprenticeship)

Assists with the production of *Frontier Fiesta* by organizing and managing the event. Also, coordinating schedules, supervising volunteers, managing budgets, and ensuring compliance with safety regulations.

### MARKETING CHAIR ----- SEP 2021 - MAY 2023 (UH Apprenticeship)

Responsible for *Residence Hall Council* event promotion and initiatives through various channels, including flyers and social media. Also, developing engaging content to ensure consistent communication with residents and boost participation in council activities.

### SHOW RUNNER ----- SEP 2022 - APR 2023 (UH Apprenticeship)

Oversees the production of *CoogTv* by managing the writing, directing, and editing processes. Also, coordinating the cast and crew to ensure the show meets quality standards and deadlines.

### PRODUCTION ASSISTANT ----- MAR 2023 (Internship)

Assists with the production of the *No More Carmens* Documentary Showcase through logistics, equipment organization, and schedule coordination. Also, on-set with scene setup, prop management, and ensuring communication among crew members.

### MARKETING DIRECTOR/SOCIAL MEDIA MANAGER--- SEP 2022 - APR 2023 (UH Apprenticeship)

Leads promotional strategies to boost awareness and engagement with UH NABJ's developmental chapter, *Black Press*. Implementing marketing plans across multiple platforms, managing branding efforts, and analyzing audience feedback to optimize outreach and membership growth.

### MEDIA MARKETING STRATEGIST/MANAGER ----- JUL 2021 - AUG 2022 (Internship)

Responsible for executing marketing strategies for thrift store & event space, *Exchange to Change*. Managing social media, campaigns, and collaborating with teams to enhance brand visibility and attract customers.

### SOCIAL MEDIA MANAGER/PA ----- AUG 2019 - DEC 2019 (Internship)

Oversees all social media platforms for *Listen Vision Studios* by creating content, engaging with followers, and analyzing metrics. Also, assisting with music production during studio sessions.



LinkedIn



niamalone14@gmail.com  
(c) 214.551.9234  
nialitykay.net