



Anthony M. Stevens

 *Communications & Journalism ~ Social Media Strategy ~ Public Relations & Promotions*

 **638 Michaels Street; Atlanta, GA 30312** ♦ **404.566.7788** ♦ **anthonyM@gmail.com**

PROFESSIONAL PROFILE

 Innovative and resourceful public relations professional experienced in communications, publicity, promotions, and social media; possess strong communication and interpersonal skills; well-organized with a strong attention to detail and exceptional ability to manage multiple projects under deadlines; team contributor with the motivation and experience necessary to advance program initiatives while supporting the organization's key objectives for growth and development. Full profile can be viewed at www.linkedin.com/in/anthonymstevens.



Core Strengths and Areas of Expertise Include:

- ♦ *Communications Strategy*
- ♦ *Program & Campaign Development*
- ♦ *Publicity & Promotions*
- ♦ *Public Speaking & Engagement*
- ♦ *Social Media Strategy*
- ♦ *Creative/Dynamic Design*
- ♦ *Adobe Creative Suite* 
- ♦ *Editing & Proofreading*
- ♦ *Client Relations*
- ♦ *Creative Thinking & Research*
- ♦ *Advancing Program Initiatives*
- ♦ *Deadline Driven*



CAREER PROGRESSION

► **Program Development Coordinator**

School of Public Health at Georgia State University, Atlanta, GA

April 2011 – Present

Compile, analyze and format event reporting data to evaluate participant feedback pertaining to Career Services' events; secure and arrange venue layouts for high-profile events hosting such companies as Deloitte Consulting, PricewaterhouseCoopers, Dixon Hughes and Children's Healthcare of Atlanta; manage vendors for large-scale events attended by 300+ individuals such as the bi-annual Public Health Opportunities Fair; supervise and train multiple interns and volunteers to assist in client relations, communication material distribution, and job postings and notifications. 

Key contributions include:

-  □ Designed logo and developed communication strategies for the Latin American Health Initiative to establish organizational awareness among the public health community.
- Implemented and publicized the annual "How to Dress for the Job You Want" information session, for the School's Career Services office.
- Develop and promote the Career Services' information sessions and workshops by creating and distributing flyers and communicating to target audiences via Listserv.
- Chosen as guest speaker on the importance of sexuality and health to 1000+ students enrolled in the School's Personal Health101 course.
- Manage and edit the *Career Services* homepage and Facebook page content by adding upcoming events, public health articles and other relevant information.
- Increased Facebook "Likes" by 300% and "Weekly Active Users" by 180% within one week of managing Career Services' Facebook page.

► **Account Executive**

Rockland Entertainment, Denver, CO

May 2007 – February 2011

Administered publicity campaigns and press relations, liaised with regional press for studio reporting; researched, formatted and submitted published reviews and features to studio clients; conducted regional market research regarding demographics and psychographics for company use and development; coordinated studio internship programs, trained and supervised new interns in daily responsibilities; prepared and submitted screening reports to studio clients; spearheaded college promotional efforts for major movie studios Focus Features/Rogue Pictures and Paramount subsidiary Paramount Vantage to generate interest, participation and awareness of upcoming films and increase attendance to promotional events.

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Key contributions included:

- Earned a total of \$200,000 in promotional value for Picturehouse films such as Run Fat Boy Run, Kit Kittredge: An American Girl, Mongol and The Women in first quarter 2008.
- Chosen as publicist and talent handler for TNT's Leverage personal appearance tour; managed talent's schedule with local television, print and radio.
- Boosted sponsorship from third-party businesses including nightclubs, retailers, museums and non-profit organizations for promotional efforts.
- Cross-trained to provide assistance and support as a Publicity Coordinator.
- Increased Rockland Entertainment's research databases for material distribution regarding word-of-mouth screenings.

► Reporter for The Horizon

Horizon Community College, Denver, CO

January 2006 – December 2006

Horizon Community College provides the people of Denver with broad access to certificates of mastery, associate degrees, community education, and cultural programs of exceptional quality, empowering their students to achieve their educational goals and the community to thrive in an increasingly global society.

Key contributions included:



- Published stories pertaining to state legislature, current events affecting Horizon Community College curriculum, and scientific studies conducted within the college.
- Interviewed professors and government sources, researched information for news stories and attended local newsworthy events such as public defense trials and city council meetings to gather information for features.



PROFESSIONAL AFFILIATIONS & DEVELOPMENT ACTIVITY



- *American Marketing Association (Atlanta Chapter)* - Member
- *Social Media Club (Atlanta Chapter)* – LinkedIn Group Member
- *Help Me Help You*, Client Relations Workshop - Emory University 2015
- *Managing Multiple Projects, Objectives and Deadlines* - SkillPath® Seminars 2014
- *Project Compass* Training – Georgia State University 2012
- *PeopleSoft®* Training – Georgia State University 2010
- *C3M®* Training – Georgia State University 2010
- *Cascade* Web-development Training - Emory University 2009

EDUCATION



► Bachelor of Arts in Journalism

University of Denver, Denver, CO



May 2007



- Generated awareness among underserved and minority populations for the non-profit organization, *Mountain View Healthy Communities*.
- Crafted publicity for “Music in the Park Day” for the non-profit organization, *Embrace Wellbeing, Inc.*
- Executed publicity for the University of Denver's annual “Dress for Success” event.