

Kevin O. Agyakwa

[linkedin.com/in/kevinagyakwa](https://www.linkedin.com/in/kevinagyakwa)

Experience

Understood

New York, NY January 2019-Present

PR & Program Associate

Carry out PR strategy and media relations activities.

Responsible for Corporate, Brand and internal communications.

Facilitate Diversity initiatives in areas of Marketing, Content, Recruitment/Hiring and organizational function.

Edelman June 2018-December 2018

New York, NY

Account Executive, Corporate Affairs

Provide client service support: attend meetings, meet deadlines, troubleshoot problems, draft recaps.

Identify and work with media; demonstrate network of traditional and online media contacts and Law trades for Deal and Partner announcements.

Participate in new business process including research, proposal and pitch preparation.

Clients: DLA Piper, Mars Wrigley Confectionery, ADP, Cengage, Nixon Peabody

Weber Shandwick October 2017-May 2018

New York, NY

Junior Associate, Client Experience

Monitor for print, online, broadcast and social media and the development of client media reports and ongoing client issues and crises

Conduct research for specific projects and prepare executive summaries and/or analyses detailing the findings of the research.

Clients: Hellmans, Ribera y Rueda Wines, Mattel/Fisher Price

General Motors

Detroit, MI June 2017-August 2017

Manufacturing Communications Intern

Planned, organized and executed a breakfast event for the GM Foundation: Community Grants. Handed out \$80,000 to 7 local non-profit organizations. Developed an employee engagement program focused on employee recognition.

Developed and deployed plant communications research to evaluate current communication methods. Wrote and designed weekly plant newsletter.

SUNY Potsdam Public Affairs Office

Potsdam, NY September 2015-May 2016

Communications/Marketing Intern

Strategized and generated marketing materials for general promotions, including creating flyers and updating social media. Wrote news releases to alert media about news and upcoming events.

Inputted content and adjusted images for website using CMS; searched and eliminated inactive social media content.

Viacom: Nickelodeon Public Affairs (Viewer Services)

New York, NY June 2015-August 2015

Intern

Co-produced all aspects of corporate social responsibility projects, including brainstorming, planning, and executing.

Managed audience relations by liaising with colleagues regarding viewer correspondence and suggestions.

Education

S.I. Newhouse School of Public

Communications at Syracuse University

Syracuse, New York

Master of Science: Public Relations August 2017

State University of New York at Potsdam

Potsdam, New York

Bachelor of Arts: Communications May 2016

Cumulative GPA: 3.26

Skills

Microsoft Office, Cisionpoint, Trello, Slack, Wordpress, Conversant in Twi, Invision, Canva, Infogr.am, Hootsuite, Adobe Photoshop & InDesign, Final Cut Pro, Instagram, Facebook, Snapchat, Twitter, Keynote, Associated Press writing style, Basecamp, Google Analytics, Qualtrics, MailChimp Event Planning, Flyers

Activities

Public Relations Society of America

New York, NY June 2017-Present

PRSA-New York Chapter

Public Relations Student Society of America

Syracuse, NY September 2016-October 2017

William P. Ehling Chapter of PRSSA at Syracuse University

Hill Communications: Public Relations

Syracuse, NY September 2016-May 2017

Strategy Associate & Account Supervisor

Facilitated an integrated marketing communications plan for Acura in conjunction with the TNH Advertising Agency. Developed and implemented pre-and-post campaign research.

Managed a team of Interns, associates and developed communication materials for J ALLEN fashion account.

The Racquette: SUNY Potsdam's Student-run Newspaper

Potsdam, NY January 2016-May 2016

Copy Editor, Public Relations, Staff Writer

Collected and analyzed facts about newsworthy events by interview and observation. Reported and wrote stories for newspaper.

Ensured that the text adheres to the publisher's style and the Associated Press Stylebook.

Honors & Awards

Lambda Pi Eta National Communications

Honor Society Spring 2016

LAGRANT Foundation Scholar Spring 2016

Susan Mallon Ross Mass

Communication Award Spring 2016

The Julie Mendez Diversity & Inclusion Award in

Public Relations Spring 2017

Forbes "Under 30" Scholar & Fellow Fall 2017, 2018