

# KAI GRAY

## PUBLIC RELATIONS + MARKETING SPECIALIST

### CONTACT

**Website:** CreatedByKai.com  
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### EDUCATION

Howard University  
Public Relations Major  
Graduation Date: May 2019

### EXPERIENCE

#### **The Renaissance Group - PR & Marketing Intern Present**

Contributes to marketing, publicity and event production initiatives for The 5th Annual Mingly Awards. Reports directly to CEO and interacts directly with clients to ensure needs are met i.e. press kits, media coverage and advertising.

#### **Office of the Mercer County Executive Communications Intern June - August 2018**

Implemented social media strategy to increase engagement and interaction with community.  
Created social media graphics and content for #NoStigma mental health campaign.

#### **The Association of American Medical Colleges - Marketing Intern June - Dec 2017**

Created content for email marketing & social media campaigns to increase registration for AAMC's Annual Meeting.  
Contributed to marketing strategy for MCAT Test Prep products,  
Introduced a new social media themed marketing strategy to better appeal to pre- med students.

#### **Howard University Football Team - Marketing & Event Planning Intern Feb - May 2017**

Planned internal and external facing events that engaged football team with community.  
Helped with the rebranding of Howard's football program.

### SKILLS

Creating innovative strategic communications & marketing plans  
Content creation & messaging  
Composing press releases, media lists, brochures, infographics and other PR& marketing collateral  
Establishing & maintaining mutually beneficial relationships

### HONORS AND AWARDS

Howard University Legacy Scholar  
HU New Jersey Club Community Service Coordinator  
Reader's Digest Scholarship  
Contributing Writer for the Hilltop Newspaper