WAKIRA PARSON

Washington, DC | 717-515-6662 | WakiraParson@gmail.com | LinkedIn | Portfolio

2026 EICOP Finalist

PROFESSIONAL SUMMARY

Mission-driven storyteller and creator with hands-on experience producing multi-format content; video, social, PR, and campaign copy for national-scale initiatives, live events, and e-commerce brands. Proficient in Adobe Creative Cloud, Canva, CapCut Pro, Asana, Sprinklr, and Sprout Social, with a track record of growing audience engagement (2.1M+ campaign engagements, 30% organic growth) through trend-driven, platform-specific storytelling. Passionate about using culture and creativity to advance causes that matter.

EDUCATION

Northwestern University | Evanston, IL
Master of Science in Communication | GPA: 4.0, Summa Cum Laude
- Related coursework: Persuasive Video Storytelling, Content & Influencer Marketing, Leading & Leveraging Networks, Entertainment Law & Ethics

Howard University | Washington, DC
Bachelor of Arts in Criminology, Minor in Television, Media & Film | GPA: 3.95, Summa Cum Laude
- Related coursework: Pre-Law Technical Writing, Social Media & Integrated Marketing, Persuasive Writing & Research, Film & TV Production

RELEVANT EXPERIENCE

All In the Works | Chicago, IL 06/2026 – 07/2026
Executive Assistant Intern to Creative Director
- Supported account managers, creative teams, and production departments in executing advertising campaigns by scheduling client meetings, preparing presentation materials, and coordinating logistics for photo/video shoots.
- Served as liaison between clients, vendors, and creative teams, keeping campaign assets on-brand, on-message, and on schedule.

Ziff Davis | Remote 08/2025 – 12/2025
Freelance Video & Content Creator
- Produced branded video content and digital assets for Ziff Davis platforms, strengthening brand presence for e-commerce partners including RetailMeNot and BlackFriday.com.

Ziff Davis | RetailMeNot | Remote 06/2025 – 08/2025
Digital Marketing & PR Intern
- Increased organic social post engagement 30% through trend research, content pitching, and platform-specific content creation.
- Collaborated with marketing teams to design creative strategies that strengthened brand visibility, using Adobe Creative Cloud.
- Assisted PR and marketing efforts for e-commerce brands (RetailMeNot, Offers.com, BlackFriday.com) using Adobe Creative Cloud and Asana.

NASA Office of Small Business Programs | Washington, DC 08/2023 – 12/2023
Outreach, Communications, and Marketing Intern
- Spearheaded National HBCU Week 2023 social campaign, boosting engagement through original video storytelling.
- Implemented NASA's Small Business Saturday campaign — leading creative design and scheduling across channels — achieving 2.1M engagements.
- Designed strategy for NASA's Vendor Database relaunch, increasing registrations 5% in the first week.
- Organized press releases and media alerts and represented NASA at a national conference, conducting live interviews and stakeholder engagements. Earned the Shining Star Intern award.

LEADERSHIP & ADDITIONAL EXPERIENCE

Entertainment Industry College Outreach Program (EICOP) | Remote 12/2025 – 04/2026
2026 Finalist
- Participated in EICOP's finalist programming, networking with industry professionals, preparing for placement interviews, and building career readiness, communication, and leadership skills across sports, media, and entertainment.

Northwestern University Black Pre-Law Association (BPLA) | Evanston, IL 2026
Member
- Engaged with a community of pre-law students through programming, networking, and peer support focused on pursuing legal careers.

Northwestern University Black Graduate Student Association | Evanston, IL 2026
Member
- Connected with a community of graduate students across Northwestern through events, networking, and peer support.

Howard University Elite Models | Washington, DC 08/2024 – 01/2025
Model Coach
- Led 33 models in producing Howard University's 9th Annual ELITE Fashion Show, coordinating styling, staging, and live-event logistics.

Howard University Baltimore Club | Washington, DC 08/2023 – 01/2024
Secretary
- Led community service projects and coordinate outreach efforts.

Tough-Talk Podcast | 01/2020 – 01/2021
Co-Host
- Co-hosted a podcast discussing global events and social issues; contributed to advocacy event coordination tied to community organizing and social justice causes.

SKILLS & TOOLS

Content & Design: Adobe Creative Cloud (Premiere Pro), Canva, CapCut Pro
Social & Analytics: Sprinklr, Sprout Social, organic engagement optimization
Project Management: Asana, Microsoft 365, Google Sheets, Slack, Zoom
Core Skills: Multi-format content creation, editorial & campaign copywriting, PR & brand messaging, tentpole/live-event content production, ambassador & partner collaboration, cross-functional project management