

Valencia Richardson

EDUCATION

LOUISIANA STATE UNIVERSITY (LSU)

MAY 2016

Baton Rouge, Louisiana
Bachelor of Arts in Mass Communication
Upper Division Honors Certification
Certified Distinguished Communicator
Magna cum laude (Final GPA: 3.85)

UNIVERSIDAD NACIONAL DE CORDOBA

JUNE – JULY 2015

Córdoba, Argentina
Intensive Language Study

C.E. BYRD HIGH SCHOOL

MAY 2013

Shreveport, Louisiana
Honors Graduate GPA: 3.77

PROFESSIONAL

MARKETING AND COMMUNICATIONS/BUSINESS DEVELOPMENT INTERN, BATON ROUGE AREA CHAMBER, BATON ROUGE, LA (DECEMBER 2014-JULY 2016)

Responsible for a variety of projects and programs supporting the marketing communications activities at the Baton Rouge Area Chamber (BRAC). Manage weekly e-newsletters, prepare and edit press releases and articles as needed, collect data and information for publications, and manage social media.

EDITOR-IN-CHIEF, "GUMBO" YEARBOOK STAFF, BATON ROUGE, LA (MAY 2015-PRESENT)

Led a staff to produce a 304-page "Gumbo" yearbook. Expanded experience in Adobe Suite, most specifically InDesign, after working on yearbooks for more than 8 years, including 2 years on the LSU "Gumbo" staff. Rose up in ranks after beginning as a page designer, earning the position of managing editor, and then editor-in-chief. Worked with marketing teams to raise sales and enhance marketing of the book. Managed the staff, including hiring, salary negotiations, and budgeting.

COMMUNICATIONS INTERN, LOUISIANA DEMOCRATIC PARTY, BATON ROUGE, LA (AUGUST 2014-DECEMBER 2014)

Worked during the 2014 election season. Assisted with campaign activities, including doing media pitch calls, field work with former U.S. Senator Mary Landrieu, D-La., and transcribing video footage.

INTERN, MAYORAL SUMMER INTERNSHIP PROGRAM, SHREVEPORT, LA (JUNE 2014-JULY 2014)

Interned for the City of Shreveport in the Department of Community Development. Assisted with city events, the department's social media efforts and helped to develop a quarterly newsletter for the department.

CENTER MONITOR, STUDIO 151, LSU, BATON ROUGE, LA (AUGUST 2013-MAY 2015)

Expanded my proficiency in numerous software programs (iMovie, Audacity, Final Cut Pro). Assisted students with different film and audio projects. Helped students check out equipment available to them in the studio.

CONTACT

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SKILL SET

- Adobe InDesign
- Adobe Photoshop
- Wordpress
- AP style writing
- Chicago style writing
- Layout design
- Microsoft Office
- Spanish proficiency

HONORS

- Taylor Opportunity Program for Students (TOPS) Honor Award
- Artbreak Literary Award Recipient
- National Achievement Semifinalist
- Manship School of Mass Communication Scholarship Recipient (John Henderson Cade Memorial Scholarship and Freeport-McMoran Scholarship)
- Chancellor's Honor Roll
- Benjamin Gilman Scholarship for Study Abroad
- Jay Perkins Scholarship for Study Abroad
- Tiger Athletic Foundation for Study Abroad
- Kappa Tau Alpha Honor Society
- Fulbright Scholar

LEADERSHIP

CO-FOUNDER AND PRESIDENT, GEUX VOTE LSU, BATON ROUGE, LA (AUGUST 2014-PRESENT)

Rebooted and created the foundation for the organization. Expanded its name recognition through different activities and social media initiatives. Helped organize the structure of the organization by recruiting members and helping create executive positions.

NATIONAL CAMPAIGN AMBASSADOR, BATON ROUGE LA (AUGUST 2014-MAY 2015)

Selected as one of two representatives for the Harvard Institute of Politics' National Campaign for Political and Civic Engagement. Attended a conference at Harvard. Created an advocacy plan for political engagement for LSU.

VOTE EVERYWHERE AMBASSADOR, BATON ROUGE, LA (AUGUST 2014-PRESENT)

Selected as one of two representatives for the Andrew Goodman Foundation's Vote Everywhere Ambassador program. Used program resources to establish an organization at LSU, Geaux Vote LSU. Registered students to vote and created a plan to engage students in the political process.

VICE PRESIDENT, COLLEGE DEMOCRATS, BATON ROUGE, LA (AUGUST 2014-PRESENT)

Helped raise awareness for elections on LSU's campus. Participated and helped organize events to raise awareness for College Democrats. Helped manage social media efforts. Promoted to Vice President in August 2015.

TEAM LEADER, LSU COMMUNITY BOUND, BATON ROUGE, LA (AUGUST 2014, AUGUST 2015)

Successfully applied to lead a group of students in the annual campus-wide community service event, Community Bound. Led group in a series of projects in local elementary and middle schools, including painting, gardening, and cleaning. Guided groups in a post-event reflections activity, where students reflected upon their service and brainstormed more ways to fulfill LSU's Commitment to Community.

PROFILE

My academic pursuits reflect my passion in community involvement, civic engagement and civil rights. I am on a journey to bilingualism because I want to be able to communicate to a broader range of people and reach out to more marginalized groups in a way that is more comfortable to them. Additionally, I chose political communication because it blends two things I am most able to speak about: mass communication (i.e. media and public policy) and politics.

Professionally, I have an eclectic resume that has just recently begun to narrow; I have been working since I was legally able to and my resume reflects that. My portfolio spans years of work; I have begun using Adobe software when I was 12 years old, and I have been able to reach proficiency in InDesign, Illustrator and Photoshop. In addition, I have a wide range of writing experience.

My objective is to earn a law degree and use my legal and communications background to lobby for a nonprofit organization.