

# DANYELLE R. HUNTER

Communications Specialist | Digital Strategy, Content Development, Media Relations

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## SUMMARY

Communications specialist with 10+ years of experience in public relations and strategic communications across education, nonprofit, and government sectors. Demonstrated success in digital engagement and brand storytelling. Open to communications roles that allows me to help brands grow by leveraging social media and digital engagement skills.

## PROFESSIONAL SKILLS AND COMPETENCIES

- **Communication (Verbal and Written):** Presented ideas and co-led cross-team projects for the two congressional causes and the Sojourner Truth Legacy Project
- **Teamwork:** Collaborated with multi-departmental teams to achieve goals at Hampton University for Alumni events, including Reunion, Homecoming and Tailgating events
- **Enthusiasm:** Brought energy and enthusiasm to projects, motivating team members and driving positive outcomes
- **Humility:** Demonstrated humility by valuing feedback, learning from others, and acknowledging team contributions

## EXPERIENCE

### Virginia Peninsula Foodbank – Culinary Training Program, Student – Newport News, VA

*September 2025 – December 2025*

- Helped prepare hot entrees for 1300+ children per day
- Assisted the head chef in daily food preparation and managing operations
- Created hot entrees according to the head chef's directions to maintain consistency
- Adhered to the strict cleaning and sanitation guidelines of ServSafe

### Kakenya's Dream – Head of Marketing and Public Relations – Remote

*September 2024 – January 2025*

- Developed and launched PR campaigns that increased organizational visibility and supported fundraising for a girls' education nonprofit
- Oversaw digital and print communications, managed media relations, and prepared press releases and promotional materials.
- Coordinated events and campaigns that showcased program impact and fostered partnerships with stakeholders and donors.
- Wrote mission-driven stories that increased donor engagement and secured media placements

**Hampton University, Alumni Affairs – Communications Specialist I – Hampton, VA**  
*May 2024 – August 2025*

- Launched alumni engagement campaigns that boosted event attendance and strengthened university-graduate communication
- Managed alumni databases, coordinated outreach initiatives, and created digital newsletters to foster ongoing relationships with graduates.
- Collaborated with university departments to plan and promote alumni events, including reunions and fundraising drives.
- Analyzed engagement metrics and provided strategic recommendations to enhance alumni involvement and satisfaction.

**Miami Dade College – Social Media Specialist – Miami, FL**  
*January 2019 – May 2021*

- Developed, wrote, edited and published content for a digital community of 168,000+
- Analyzed cross-platform data and presented insights to senior leadership to guide content strategy and improve campaign effectiveness
- Tracked content performance using platform analytics to optimize engagement and drive enrollment growth

**U.S. House of Representatives – Communications Assistant – Washington, D.C**  
*January 2016 – August 2018*

- Wrote 100+ press releases, video scripts, press kits, and collateral materials
- Managed editorial calendar and created messaging across newsletters, blog posts, social media, reviewed sensitive documents for accuracy before publication
- Served as communications lead and legislative support for the Multicultural Media Caucus and for the Congressional Caucus on Black Women & Girls
- Conceptualized and drafted legislation for a Shirley Chisholm statue in the U.S. Capitol and successfully secured Senator Kamala Harris's sponsorship of the companion bill.

**Spelman College – Digital Communications Specialist – Atlanta, GA**  
*January 2013 – December 2016*

- Created campaigns that increased reach by 794%, engagement by 1,040% and new followers by 442%; Increased digital community by 280%, from 14,363 to 54,566.
- Developed strategy, content and managed daily updates for social media channels; produced videos to be used on YouTube and Vimeo; wrote and developed content for the College's publication and newsletter.

**EDUCATION**

**Bachelor of Arts, Comparative Women's Studies, Spelman College, GA, 2017**

**Associate of Arts in Mass Communications and Journalism, Miami Dade College, FL, 2011**