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**Rachel C. Hampton**

***RELEVANT******EXPERIENCE***

**DEWDROP, LLC *Social Media/Communications Intern***

**June ’12 – Present**

* Shall work with create team to produce event themes, marketing materials, and event aesthetics
* Shall confirm media coverage and vendors for each event as well as develop a database of media contacts
* Shall create and publish press releases, blog posts, and promotions via social media and websites.

**ReadyU PROCTER AND GAMBLE *Campus Ambassador***

**September ’12 – Present**

* Utilize guerilla marketing tactics and social media in order to create positive buzz about the company, products, and events
* Plan and implement programs and events to increase brand awareness
* Distribute Procter & Gamble products to Howard University campus and community

**SPOTLIGHT NETWORK TV *News Reporter/Web Contributor***

**September ‘12 - Present**

* Develop and report packages concerning campus issues and happenings.
* Conduct interviews and create stories for the organization’ website.
* Report on news in the Washington, DC area.

**HBCUBUZZ.COM*****Staff Writer***

**September ‘12- January ‘13**

* Write and report stories as a Howard University campus representative.
* Contribute to the web department by developing stories on campus happenings.
* Serve as a liaison between the Howard community and HBCU Community

**HOWARD UNIVERSITY HOMECOMING *Media Department Volunteer***

**October ‘11**

* Volunteered in the media department of Howard University Homecoming’s week-long series of events.
* Coordinated media relations and coverage of each event and ensured information was accessible to students and alumna via social networks such as Twitter, Facebook, and Hootsuite.
* Assured that media outlets were contacted about the events and permitted the outlets to cover them.

***ADDITIONAL EXPERIENCE***

**EDUCATION FIRST TOURS: CULTURAL EXCHANGE – CHINA AND JAPAN**

**July ‘12-August ‘12**

* Visited the following cities: Shanghai, China; Beijing, China; Tokyo, Japan; Hakone, Japan; Nikko, Japan
* Used this opportunity to immerse in Chinese and Japanese Cultures, study Western leadership models, serve as an international ambassador for Howard University, and learn more about opportunities overseas
* Highlights of the trip included: studying at the Normal University, networking at the World Financial Center, and participating in a cultural exchange with local students

**ALTERNATIVE SPRING BREAK: ATLANTA – HOWARD UNIVERISTY**

**March ‘12**

* Tutored and mentored 24 students of Toomer Elementary School within a poverty stricken area, Kirkwood, Georgia, for a week in order to prepare them for an upcoming standardized test for the state of Georgia
* Impacted elementary students' lives and enforced the importance of education and Historically Black Colleges and Universities by accompanying them on a trip to Morehouse and Spelman College campuses
* Volunteered for Books for Africa, an organization whose goal is to end the book famine in Africa by collecting, sorting, and shipping books to children in Africa.

***EDUCATION***

Howard University, Washington, DC

Expected Graduation: May 2015

Candidate for Bachelor of Arts

Major: Journalism – Broadcast News Minor: Spanish language

University of Granada, Granada, Spain

AIFS Study Abroad

Fall 2013

***RELEVANT COURSE WORK***

*Journalism*: Magazine Reporting and Writing

*Journalism*: Mass Communication

*Journalism*: Writing for the Media

*Honors*: Sophomore Research Seminar

***SKILLS***

Microsoft Office programming

Wordpress operations

Picasa Photo Editing

Social Media Proficiency

***HONORS AND AWARDS***

National Society of Collegiate Scholars Nomination

**April ‘12**

Walter H. Annenberg Honors Program Admittance

**May ‘12**

Freshman Leadership Academy Merit Award and Scholarship

**May ‘12**

Harriet Tubman Quadrangle Honor Society

**May ‘12**

School of Communications Dean’s List

**May ‘12, December ’11,December ‘13**

Golden Key Honour Society Nomination

**November ‘11**

***AFFILIATIONS***

T. Howard Foundation

***Final Talent Pool member***

***January ‘13***

Alpha Kappa Psi Professional Business Fraternity

***Marketing Committee Member***

**November ‘12**

Howard University Association of Black Journalists

***Secretary***

**September ‘12**

Freshman Leadership Academy

***Past Participant and Current Mentor***

**October ‘11**