

MAYA BRYANT, M.A.

Mentor. Advocate. Communications Specialist.

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SKILLS

Administrative

Customer satisfaction

Marketing

Fundraising expertise

Sales

Excellent communication skills

Social Media Planning

EDUCATION

Bachelor of Arts: Communications, Theatre Aug 2013 – Dec 2016

William Peace University, Raleigh, NC

Master of Arts: Communications Jan 2017 – Jun 2018

Liberty University, Lynchburg, VA

Master of Business Administration Jan 2021 – Present

Campbell University, Buies Creek, NC

EMPLOYMENT

Communications and Public Relations Manager Jan 2021 – Present

North Carolina Theatre, Raleigh, NC

- Identify press opportunities, write press releases, and pitch stories to the news media.
- Maintain marketing and communications calendar.
- Devise earned media plan, energizing the community through continuous earned storytelling about NCT.
- Holding staff/contractors to measurable goals.
- Develop content to be disseminated frequently, consistently, and reliably via NC Theatre's owned media channels —social media, website, newsletters, e-blasts, etc.
- Developing creative partnerships and opportunities to increase brand visibility and awareness for NCT in the Raleigh market.

Annual Giving and Engagement Manager Aug 2018 – Dec 2020

William Peace University, Raleigh, NC

- Supported WPU and University Advancement strategies in all activities and assist the department to plan, organize, and implement annual departmental goals and objectives
- Assisted in the execution of annual giving strategies and communication plans to ensure growth in giving levels
- Implemented and evaluated key advancement events including donor and alumni events (on and off campus) such

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as homecoming, alumni weekend, alumni regional events, receptions, dinners, and other activities which support the overall vision and mission of WPU

- Contributed to communications and publications (both print and online) to highlight campaigns, events, and promotions
- Wrote, edited and gathered articles, profiles, and news briefs for the alumni and friend's website, and assisted in the site's content maintenance
- Created weekly communication through applicable social media accounts and may provide assistance in the e-newsletter
- Interfaced with finance office and accounting staff regarding gift entry, gift posting, and gift restrictions

Conference Center Coordinator

Jul 2017 - Aug 2018

K&L Gates LLP, Raleigh, North Carolina

- Coordinated and maintained busy conference center, its visitors, and a heavy influx of telephone calls throughout the day
- Created Weekly newsletter
- Prioritized urgent requests to ensure quick resolution of all non-technical inquiries
- Liaison for the firm's Community Department
- Specialized experience in administrative, and clerical support functions within a professional environment

CERTIFICATES

Fundamentals in Raiser's Edge Certification; Blackbaud Commuter Software

Apr 2020

ACHIEVEMENTS

Girl Scout Silver Award; Fall 2012, City of Durham Human Rights Youth Award; Spring 2013, Duke of Edinburgh Bronze and Silver Awards; Summer 2013, Presidential Volunteer Service Award; Spring 2015, Member of Omicron Delta Kappa National Honor Society, Miss America Title Holder (Miss Zebulon 2018, Miss Garner 2019 & Miss Dunn 2020)

INTERNSHIPS

Marketing Intern

Jan 2016 - May 2016

North Carolina Theatre, Raleigh, NC

- Executed advertising plans, including creation of ad materials for radio and print.
- Carried out show promotions and outreach events.
- Wrote press releases and promoted media appearances.
- Monitored show budgets with Excel spreadsheets.
- Collected data and created content for grant submissions.
- Handled critical social media for the Theatre via Facebook, Twitter, and Instagram.

EXTRACURRICULAR ACTIVITIES

Board of Directors

American Red Cross; Central North Carolina

Jan 2022 – Present