**Ebony Halliday**

214.289.2828

Ebonyhalliday@gmail.com

 **Dynamic professional with an innate ability to** motivate team members and students alike to reach their full potential. Expert in assessing problem areas and offering recommendations resulting in increased brand awareness, while increasing the presence of target demographics. Ability to plan and implement new ideas, evaluate problems and solutions, in order to arrive to practical decisions. Strong leadership qualities with the capacity to take charge, generate useful ideas and follow through with a commitment to excellence.

**EDUCATION**

**BACHELOR OF ARTS IN PUBLIC RELATIONS**

University of North Texas, Denton, TX

**WORK EXPERIENCE**

**SOCIAL MEDIA MANAGER AND OFFICE ASSISTANT**

*Keystone Fellowship Church, Fort Worth, Texas (August 2013-Present)*

Create compelling social media posts with a limited budget and help devise community events. Increased social media presence by 10% and helped in the creation of 3 viral videos that received over 8,000 views. Brainstorm possible outreach events, execute the logistics of the events and forge activities that promote those events.

**YOUTH MINISTRY LEADER**

*Keystone Fellowship Church, Fort Worth, Texas (August 2016-Present)*

Compose age-appropriate lesson plans with interactive activities that cater to ages twelve through eighteen. Arrange monthly team building events and be available at all times to help cultivate youth into productive, emotionally stable adults. Built attendance from fifteen teens per Sunday to forty teens per Sunday.

**VICE PRESIDENT**

*University of North Texas Organization: The Lost Generation*

Co-directed motivational education programs for middle school aged children in the Denton and Dallas Independent School Districts. Conducted bi-weekly meetings with the 50-member team and assembled school body meetings which averaged 50-100 people per meeting. Awarded the ‘Most Impactful Program’ and ‘Best Organization’ by University of North Texas’ black student union.

**MEDIA PLANNER**

*University of North Texas: Advertising Team (August 2016-May 2017***)**

Collaborated with a five-person team to create a full media plan for Tai Pei frozen foods. Generated media buys with a ten-million-dollar budget and a fifteen-million-dollar budget. Lead primary and secondary research for target demographics to create over 1,500 responses and partnered with creative team to design the consumer journey.

**ONLINE PORTFOLIO**

www.enhalliday.com