

Cydney Robinson

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EXECUTIVE SUMMARY

Ms. Robinson is a creative, driven, optimistic, and personable Public Relations professional with experience with social media branding, content creation, poetry, lifestyle editing, journalism, working in clients' best interests to maximize their media engagement, managing social media pages, graphic design, and communications. Cydney has great leadership capabilities that allow her to both work in teams and carry out tasks independently. A sense of kindness, relatability, and evolution of new ideas is what is promised by Ms. Robinson.

PROFESSIONAL EXPERIENCE

HBCU in LA Program — *2023 Summer Cohort Finalist*

HBCU Legacy Culture Foundation - Content Creation

Jan 2023 - May 2023

- During her spring semester, Cydney was a part of Venom PRo's, a PR agency at Florida A&M University, where they create relationships, cultivate brands, and command audiences.
- As a member, Cydney worked on content creation for the company's social media platforms, including Instagram.

The Famuan, Florida A&M University — *Lead Lifestyle Editor*

August 2022 - PRESENT

- Role as the leader includes brainstorming and coming up with creative pitches for weekly budgets.
- The senior editor has also written several articles with new perspectives for the lifestyle and opinion sections.
- Manage and choose writers each week for every story.

Voices Poetry Group, Florida A&M University — *Historian and Member*

December 2021 - May 2023

- The historian was in charge of the media behind the organization, so this deals with social media, branding, graphics, and communications.
- Spoken-word poet, Cydney performs in front of crowds and is able to cater to audiences.

EDUCATION

Florida A&M University, Tallahassee, FL — *Public Relations*

August 2019 - PRESENT

Ms. Robinson's graduation date is December 15, 2023.