



# T'KEYAH HAYES

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## EDUCATION

**HOWARD UNIVERSITY**, B.A. Media, Journalism, and Film  
Minor: Political Science  
Degree Earned: May 9, 2020  
GPA: 3.21

## AFFILIATIONS

- **DELTA SIGMA THETA, SORORITY, INC.**, North Jersey Alumnae Chapter, *April 2023-Present*
- **LAMBDA PI ETA**, Eta Upsilon Chapter, *March 2021-Present*

## PROFESSIONAL EXPERIENCE

### Audible Treats • Publicist

*August 2021 - Present*

- Secured top-tier national media opportunities for clients, including press coverage across digital and print
- Building and maintaining relationships with decision makers of the media, including journalists, bloggers, and influencers.
- Maintained regular communication with clients to disseminate updates on PR efforts, discuss strategy, and address any issues
- Identified and evaluated campaign strategy
- Coordinated and supervised photo shoots; organized listening sessions and press days; assisted in event management and production
- Developed and disseminated editorial coverage roundups, project recaps, and meeting agendas

**Key Placements:** The New York Times, The Economist, Interview Magazine, XXL, Pitchfork, and more

**Notable Projects:** TikTok, Afro Nation, Sexy Red, Ice Spice, Rod Wave, Rolling Loud, Lil Durk/Only The Family

### REVOLT TV • Freelance Contributing Writer

*August 2021 - Present*

- Wrote and edited 700-1000-word recaps for REVOLT's original interview series
- Shared content to REVOLT's social media platforms
- Exceeded deadlines for submitting completed articles or content.

**Notable Projects:** Wrote recaps for "Caresha Please" and "Off Top"

### OnSite! TV • Freelance Contributor

*March 2021 - August 2021*

- Self-published entertainment and news stories to an online platform with over 450K followers.
- Contributed 3-4 stories per shift on a timely basis
- Covered a range of topics, including the COVID-19 pandemic and Earth, Wind, & Fire vs. Isley Brothers Verzuz battle
- **Key Achievement:** Scheduled and conducted audio and video interviews with Meghan James ("Basketball Wives"), Tray Chaney ("The Wire"), and Jasmine Burke

### WHBC 96.3 HD3 • On-Air Personality

*September 2019 - March 2020*

- Hosted "Battle of the Sexes" show on the radio station
- Managed the programming boards during on-air shows
- Drafted scripts prior to going on air in the digital department
- Produced content for social media, including show highlights, graphics, and promotional videos.
- **Key Achievement:** Interviewed Brooklyn rapper Pop Smoke on his rise to fame and his upcoming projects

## SKILLS

- |                            |                     |                    |                           |
|----------------------------|---------------------|--------------------|---------------------------|
| • Pitch Writing            | • Campaign Strategy | • Client Relations | • Social Media Management |
| • Muckrack                 | • Media Relations   | • Fact Checking    | • Graphic Design          |
| • Copy Writing and Editing | • Crisis Management | • Problem Solving  | • Event Planning          |
| • Organizational Skills    | • Market Research   | • Multitasking     | •                         |