

A public relations and communications specialist with six years of experience in administration, communication, multimedia and PR. Is proficient in content creation, writing and media planning. Has a passion for connecting people to brands and opportunities through strategic storytelling through many mediums of communication.

*K.F. Burkley*

Waco, TX 76712      burkley1845@gmail.com  
254-733-2175 (Cell)    <https://www.kjburkley.com>  
<https://www.linkedin.com/in/kjburkley/>

Work Experience

Administrative Associate

JULY 2023 - PRESENT

Baylor Department of Journalism, Public Relations, & New Media (JPR&NM)

- Managed digital and pedagogical content to match department brand consistency and tone through multiple content and logistical management systems
- Wrote dynamic, digital news releases highlighting faculty, alumni and staff success in academia and practicum
- Developed engaging content for JPR&NM and the National Association of Black Journalists -Baylor University's social media accounts
- Managed online databases and archived files using multiple online cloud databases
- Managed annual department projects and revised scholarship information with donors and faculty
- Directed bids, quotes, and purchases for general purchases and travel arrangements; audited equipment
- Coordinated events involving faculty, visiting faculty, students and guests; Increased student engagement through email and social media
- Created and edited department brochures geared toward recruiting prospective students
- Produced multimedia content showcasing events for multiple departments across campus
- Recorded and edited department meeting transcripts in AP Style
- Supervised graduate student assistants and ambassadors; Delegated roles and assistance with faculty and staff

Communication Specialist

OCTOBER 2023-PRESENT

Greater Ebenezer Baptist Church of Waco

- Developed the church's first brand guide that modernizes digital presence
- Created church programs and flyers for services
- Produced, directed and edited multimedia content of church services for new media
- Piloted and recorded drone footage used for digital projects
- Designed new website to expand GEBC's digital brand

Graduate Student Assistant

NOVEMBER 2021 - MAY 2023

Baylor University Department of Journalism, Public Relations, & New Media

- Facilitated communication and data analysis of 90 PR student portfolios through Qualtrics
- Analyzed qualitative and quantitative survey and questionnaire data through SPSS and NVivo
- Formatted reports in Excel for class presentations and thesis research
- Recruited students as a department ambassador at Baylor events and information orientations
- Designed flyers and social media content that communicated department events and announcements
- Promoted to department staff as Administrative Associate in the Summer of 2023

Staff Writer

AUGUST 2017 - NOVEMBER 2021

Baylor Student Media

- Published over 40 stories in digital and print student publications for higher education
- Pitched 3-4 stories weekly in news, arts & life, magazine and feature writing
- Edited over 30 stories written for publishing in the Baylor RoundUp Yearbook
- Interviewed over 100 Baylor faculty, students, staff and administration for publication
- Coordinated advertising sales and campaigns with local businesses. Communicated with clients through Salesforce Marketing Cloud
- Developed key stakeholder relationships with management and local businesses to discuss best strategies for advertising visibility

Skills

Strategic Communication	Multimedia Content	Writing & Editing
AP Style	Content Management Systems	Qualitative & Quantitative Research
Adobe Creative Cloud	Microsoft Office Suite	Social Media Content Creation

Achievements

- Outstanding Graduate Student of the Year in Research  
Baylor Department of JPR&NM
- Outstanding NABJ Officer of the Year  
Baylor Department of JPR&NM
- Outstanding Senior in Advertising  
Baylor Department of JPR&NM
- Baylor University Dean's List
- Kappa Tau Alpha Member

Education

Baylor University - Waco, TX

- 2023 - M.A. Journalism Public Relations (3.93 GPA)
- 2021 - B.A. Journalism Advertising (3.54 GPA)  
Minor Film & Digital Media

## Professional References

*K.F. Burkley*

### Dr. Elizabeth Bates

#### **Undergraduate Program Director and Assistant Professor**

Baylor Department of Journalism, Public Relations & New Media

254-710-1270 | Elizabeth\_Bates@baylor.edu (Office number and email address)

### Andrew B. Church, M.A.

#### **Lecturer**

Baylor University Department of Journalism, Public Relations & New Media

254-710-4887 | Andrew\_Church@baylor.edu (Office number and email address)

### Velencia Jacinto

#### **Co-CEO**

Passthaball.com

254-716-5099 | velenciajacinto@gmail.com (Mobile number and personal email address)

### Henry Jennings

#### **Chairman of Deacons**

Greater Ebenezer Baptist Church of Waco

254-744-4782 | Greaterebenezer@yahoo.com (Mobile number and office email address)

### Dr. Mia Moody-Ramirez

#### **Chair and Professor (Supervisor)**

Baylor University Department of Journalism, Public Relations, & New Media

254-652-6972 | Mia\_Moody@baylor.edu (Mobile number and office email address)

### Lanisa Tovar

#### **Office Manager (Supervisor)**

Baylor Department of Journalism, Public Relations, & New Media

254-405-3333 | Lanisa\_Tovar@baylor.edu (Mobile number and office email address)

### Katie Windham

#### **Residence Hall Director (Supervisor)**

Baylor Campus Living and Learning

254-709-2061 | Katie\_Windham@baylor.edu (Mobile number and office email address)

### Jamile Yglecias

#### **Manager of Sales and Marketing**

Baylor Student Media Publications

254-265-1731 | Jamile\_Yglecias@baylor.edu (Mobile number and office email address)