



TASHAIRA RANKIN

PUBLIC RELATIONS SPECIALIST

OVERVIEW

Dynamic Public Relations Specialist with 5+ years of experience in broadcast journalism, digital marketing, and strategic communications. Proven track record of producing top-performing news content that achieved #2 market rankings and developing social media campaigns that significantly increased organizational visibility. Skilled at managing cross-functional teams and executing multi-platform content strategies that drive measurable audience engagement and brand growth.

WORK EXPERIENCE

Multiplatform Producer

2024 - 2025 (ABC24)

- Curated and produced critical news content for weekday 5pm newscasts, ensuring timely delivery of breaking news and relevant local stories
- Collaborated with news anchors, reporters, and technical teams to deliver seamless broadcast production

Social Media Manager

2024 - 2025 (Restoration Outreach Ministries)

- Developed and executed weekly social media content strategy, creating 4+ posts per week across multiple platforms
- Enhanced church visibility and community engagement throughout the Memphis metropolitan area

Chief Marketing Officer

2023 - 2024 (Creator Source Studios)

- Spearheaded comprehensive marketing campaigns resulting in measurable increases in organizational visibility and client acquisition
- Led cross-functional teams to execute brand positioning and promotional initiatives

Newscast Producer

2022 - 2023 (KOMO News)

- Produced high-performing 11pm weekend newscasts, consistently achieving #2 market ranking over 17-month period
- Managed editorial content selection, story placement, and broadcast timing for optimal viewer engagement

Newscast Producer

2020 - 2022 (WDAM)

- Produced and curated weekly mid-day newscasts, delivering critical local news and information to Mississippi audiences
- Developed content strategies to maximize community awareness and engagement during key news cycles

Public Relations Manager

2019 (L.R. Easterling Campaign)

- Strategically developed and managed social media platforms, increasing candidate visibility during election cycle
- Coordinated public appearances, press conferences, and media interactions to maximize positive coverage

EDUCATION

May 2020

Bachelor of Arts, Public Relations

The University of Southern Mississippi

August 2025

Master of Professional Studies, Public Relations

Georgetown University

EXPERTISE

- Software & Platforms: Microsoft Office Suite, ENPS, iNEWS,
- Digital Media: Social Media Management Systems, Content Management Platforms, Media Monitoring Tools
- Production Skills: Video Editing, Broadcast Writing, Radio Engineering, Live Production Coordination
- Communications: Press Release Development, Media Relations