

# Carys Carr

Washington, DC | Rochester, NY  
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## EDUCATION

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**George Washington University, M.P.H.**

Expected May 2025

**Howard University, B.A., Political Science and Maternal and Child Health**

Remote | Washington, DC

Magna Cum Laude

May 2024

Washington, DC

## PROFESSIONAL MEMBERSHIPS

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**American Public Health Association**

Upstate, NY

**National Association for the Advancement of Colored People**

Washington, DC

**National Association of Health Services Executives**

Washington, DC

**National Council of Negro Women**

Washington, DC & Upstate, NY

**Sisters in Public Health**

Washington, DC

**Zeta Phi Beta Sorority, Inc., Psi Omega Zeta Chapter**

Rochester, NY

## EXPERIENCE

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**Human Resources Services Administration, Workforce Development**

October 2024 – Present

*Pathways Intern - GS-04*

Rochester, NY

- Assists in the development of organizational courses and activities including marketing, planning, and promotion to consumers utilizing Canva and Excel to entice learners, increasing registration for courses by 6%.
- Conducts training needs assessments and utilizes evaluations and other data in order to recommend appropriate design solutions, strategies and meet customer goals.
- Collects training schedule and calendar from vendors and instructors to input them into the Learning Management System on the backend for consumers to register for them on the front end.
- Answers AskHR tickets and inquiries about a variety of consumer issues with efficiency, reliability, and quality.
- Develops and evaluates effective training programs, analyzes the customer satisfaction survey and Employee Viewpoint Survey (FEVS) Data for improvement strategies process.

**Deborah Stamps Consulting, LLC**

September 2022 – Present

*Project Manager (March 2024 – Present)*

Rochester, NY

- Manages pivotal projects focused on enhancing diversity, equity, and inclusion in healthcare within the Rochester community, orchestrating cross-functional teams to drive impactful initiatives that address crucial health disparities, poised to be embraced as a model by local government officials for sustainable community health improvement.
- Developed comprehensive project plans, including timelines, milestones, resource allocation, and risk management strategies
- Managed multiple concurrent projects while prioritizing tasks based on urgency/importance
- Prepared detailed reports/presentations summarizing key findings/results from completed projects

*Virtual Assistant (September 2022 – March 2024)*

- Facilitated the principal's schedule, booked travel arrangements and accommodations, drafted and reviewed briefs on Diversity, Equity, and Inclusion, assisted with administrative tasks such as creating surveys to collect post presentation data and planned the annual Building Guardrails to Success conference.

**Raising the Barcode, Inc.**

January 2022 – Present

*Administrative Coordinator (September 2024 – Present)*

Rochester, NY

- Oversees program logistics and maintains clear communication with students and families, supporting after-school programming for students in grades 7-12.
- Develops and distributes a newsletter providing college resources and information to students, families, and community stakeholders.
- Supervises high school interns by tracking their activities, managing their hours, and offering mentorship.
- Performs various administrative tasks, including note-taking, record management, and other essential duties to ensure smooth program operations.

- Managed and maintained complex calendars for multiple executives, scheduling meetings, appointments, and travel arrangements
- Assisted in the preparation of reports, presentations, and correspondence by gathering data and conducting research
- Prepared meeting agendas and minutes while ensuring all action items were followed up on promptly
- Served as a point of contact between different departments, facilitating communication and ensuring smooth workflow throughout the organization
- Collaborated with vendors to negotiate contracts for office supplies, equipment maintenance services, and other necessary resources

*Executive Board Secretary* (January 2022 – September 2024)

- Communication liaison between the board and other members, creates distribution lists for event programming. Creates meeting agendas in collaboration with the Chair and takes minutes to be distributed promptly following the close of the meeting.

**Customz by Carys**

April 2019 – Present

*Founder & CEO*

*Rochester, NY*

- Led the overall strategic direction and vision of the company, driving growth and profitability
- Oversaw all aspects of operations, including finance, sales, marketing, and human resources
- Developed and executed business plans to achieve short-term and long-term goals
- Collaborated with clients to understand their event objectives and developed customized event proposals
- Coordinated logistics such as venue selection, catering arrangements, audiovisual equipment setup, transportation, and accommodations
- Managed onsite operations during events to ensure smooth execution of all planned activities
- Developed comprehensive timelines and schedules for each event to ensure all tasks were completed on time
- Utilized social media platforms effectively to promote upcoming events and engage with attendees before, during, and after the event
- Created detailed floor plans/layouts for each event space considering seating arrangements, traffic flow, and accessibility requirements
- Oversaw the setup of audiovisual equipment, sound systems, and lighting design to enhance the overall experience at each event
- Maintained strong relationships with key stakeholders including clients, vendors, venues, speakers/entertainers etc
- Developed and implemented social media strategies to increase brand awareness and drive engagement. Created compelling content including posts, images, and videos to engage the target audience. Managed social media accounts for multiple clients, consistently growing their follower base by 312%
- Created visually appealing and engaging designs for various marketing materials, including brochures, flyers, and social media graphics
- Executed design projects from concept to completion, ensuring adherence to brand guidelines and project deadlines
- Developed innovative design solutions that effectively communicated the client's message and captured the target audience's attention
- Designed logos that accurately represented the client's brand identity and conveyed its values

**The Mayor's Office of Special Projects & Educational Initiatives**

May 2024 – December 2024

*Roc City Fellow*

*Rochester, NY*

- Collaborated with a team to oversee the development and implementation of projects as requested by the Mayor. Including the Mayor's Mentor Up Program, the City's Opioid Task Force and the Pillars of Hope Initiative.
- Increased the number of Mentors and Mentor Up event Donors by 12% and 4%, respectively. Increased community awareness of the Pillars of Hope initiative, collecting 45 new Pillar applications.
- Planned high level citywide events in collaboration with a team of stakeholders
- Developed comprehensive timelines and schedules for each event to ensure all tasks were completed on time
- Planned and executed corporate events, including conferences, seminars, and product launches
- Managed event budgets ensuring cost-effective solutions without compromising quality
- Negotiated contracts with vendors and suppliers to secure competitive pricing for services and products
- Conducted post-event evaluations to gather feedback from clients and attendees for continuous improvement of future events
- Maintained strong relationships with key stakeholders including clients, vendors, venues, speakers/entertainers etc

- Created detailed floor plans/layouts for each event space considering seating arrangements, traffic flow, and accessibility requirements
- Managed multiple projects simultaneously while adhering strictly to deadlines, budgets, and client expectations

**National Council of Negro Women**

November 2023 – Present

*Member-Health Equity Committee*

*Washington, DC*

- Reports to committee chair with health intervention proposals focusing on six health targets that can be implemented and enforced across NCNW sections. The six targets include, Affordable Health Care, Breast Cancer, Maternal Health, Mental Health, Sickle Cell Anemia and HIV/AIDS. The committee represents experts and professionals throughout the country and works closely with the Good Health Wins initiative.

**CareFirst BlueCross BlueShield**

July 2023 – December 2023

*Diversity, Equity, and Inclusion Intern*

*Washington, DC*

- Aided in the development of the organization’s DEI strategies to support innovative healthcare solutions for the people and communities CareFirst serves. This includes planning and executing the Week of Equity and Action, Employee Resource Group leader summits, company-wide DEI calendar, and all other DEI training for company employees.

**United States Department of Education-Office of the White House Liaison**

May 2022 – July 2023

*Pathways Intern-GS-0399-01, Step 1*

*Washington, DC*

- Mirrored the role of White House Liaison on an intern level; assisted with hiring, onboarding, scheduling, event planning, and communications within the agency and all offices. Participated in the vetting, review of, and confirmation of political appointee candidates.
- Created, launched, and managed several internal engagement opportunities such as newsletter submissions, new hire wall, star wall, etc.
- Created and launched the 2023 Raise the Talent Summer Internship program, with a cohort of 14 interns, while planning all intern engagements for the duration of their participation.

**AWARDS & HONORS**

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**The Universal Women’s Network**

- 2024 Women of Inspiration Awards Finalist

*New York, NY*

**White House Initiative on Advancing Equity, Educational Excellence and Economic Opportunity through Historically Black Colleges and Universities**

- 2023 HBCU Scholar

*Washington, DC*

**National Academies of Science, Engineering, and Medicine, 2023 DC Public Health Case Challenge**

- *Wildcard Community Centered Award*

*Washington, DC*

**Howard University College of Arts and Sciences Dean’s List**

- 2021-2022
- 2022-2023

*Washington, DC*

**Howard University Chapter of The National Society of Leadership and Success**

- 2023 Inductee

*Washington, DC*

**Rochester Chamber of Commerce**

- 2021 Young Woman of Distinction

*Rochester, NY*

**Publications**

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**NAM Perspectives | National Academy of Medicine**

September 30, 2024

- Tenth Annual DC Public Health Case Challenge: A Public Health Approach to Improve the Health of Women Experiencing Homelessness in DC

*Washington, DC*

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