



# Sanaii Cottle

**Delaware State  
Univeristy Graduate**



## ABOUT ME

*Dedicated Digital Media Specialist with extensive experience in media relations and special event planning. Versatile in aspects of marketing campaigns from concept development to execution and launch.*



## CONTACT

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08016



## EDUCATION & HONORS

- **Delaware State University**  
Bachelor of Arts in Mass Communication  
GPA: 3.34  
President's List  
2020 - present
- **Mass Communications Honor Society**  
**Lambda Pi Eta**  
2023 - 2024



## WORK EXPERIENCE

### PR & Social Media Intern

**Aloysisu Butler & Clark, October 2023 - March 2024**

- Created and updated media advisories and alerts by adding intricate detail and concept for each event.
- Created Content Calendars for Delaware WIC Programs, adding and researching different monthly holidays and keywords to hit on in their Instagram/Facebook captions.
- Crafted compelling articles for clients, incorporating extensive keyword research to optimize website content and enhance online visibility.

### Camera Operator & Replay for Live College Sports Games

**Delaware State University's Media Team, January 2023 - March 2024**

- Captured our sports events live as a camera operator for our home basketball games and as replay for our home football games.
- Developed effective communication skills within a team while working on a production level.



## SKILLS | INTERESTS

### Technical Skills:

- Excel
- Premiere Pro
- Photoshop
- Strong Communication skills
- Camerawork efficiency
- Audio equipped

### Soft Skills:

- Creative problem solving
- Detail-oriented
- Team Leadership
- Reliable and dependable
- Organized
- Willing to Learn