

JARRED COUCH

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EDUCATION

Mississippi College Clinton, MS **Bachelor of Science in Public Relations Dec. 2022**

EXPERIENCE

Public Relations and Communications Coordinator - March 2024 - Present

Mississippi State Department of Health Jackson, MS

- Developed and executed media campaigns that reached communities across the entire state, increasing awareness of public health initiatives.
- Created and implemented strategic communication plans to support agency priorities and promote key public health programs.
- Led internal communication efforts to ensure staff across departments were informed, aligned, and engaged with organizational initiatives.
- Played an active role in crisis communication planning and rapid response efforts to address urgent public health issues and emergencies.
- Supported the execution of outreach campaigns aimed at raising public awareness and community engagement around health services.
- Partnered with community organizations, advocacy groups, and government agencies to strengthen public health education and service delivery.
- Drafted and edited engaging content for press releases, web articles, social media, and other public-facing platforms.
- Collaborated with the social media team to develop coordinated messaging aligned with public relations objectives.
- Worked cross-functionally with internal departments and external stakeholders to ensure consistent and coordinated communication strategies.
- Lead interdepartmental teams to support integrated campaigns and public outreach initiatives across various programs.

Realtor - August 2023 - Present

Highland Realty Clinton, MS

- Effectively communicated with clients, ensuring a clear understanding of the buying and selling process.
- Utilized exceptional verbal and written communication skills to address client inquiries, provide market insights, and convey complex information in a clear and concise manner.
- Implemented targeted marketing strategies, resulting in an increase in lead generation and client acquisition.
- Conduct market analysis to determine property values and set competitive listing

prices.

- Coordinated property showings and open houses to attract potential buyers.
- Advised clients on the buying and selling process, providing expert guidance and answering inquiries.

CEO, Founder, and Owner - September 2023 - Present

It's Handled Media Clinton, MS

- Saw the need for affordable social media marketing services tailored to local mom-and-pop shops. Founded and developed a company dedicated to meeting the unique marketing needs of these businesses.
- Implemented effective crisis management strategies, maintaining positive online reputations for clients.
- Developed and executed successful social media contests, resulting in increased brand awareness and user participation.
- Expanded It's Handled Media's service offerings to meet evolving client needs, leading to new clients
- Enhanced client satisfaction through personalized and results-driven social media strategies.

PR Specialist, Content Creator, and Senior Writer - Feb. 2023 - June 2023

Made In Mississippi Clinton, MS

- Point of contact for nearly 500 clients for their business and our company.
- Created nearly 200 scripts for clients to use for their video shoot.
- Strategized, initiated, and implemented campaigns aimed at raising awareness for various division programs, as well as promoting our partners, subgrantees, and affiliated organizations to the general public and legislators.
- Created social media content for numerous platforms and businesses.
- Created a comprehensive range of communication materials, encompassing plans, press releases, key messages, Q&A, talking points, and spokesperson platform development.

Director of Customer Experience - Feb. 2023 - June. 2023

Main Street Media Clinton, MS

- Created messaging for social media, website development, along with automated emails and SMS.
- Identified and cultivated business growth opportunities with targeted customers/channels through effective team collaboration and alignment of initiatives.
- Established and maintains a comprehensive calendar of campaigns and events.
- Spearheaded the successful launch of the company's inaugural direct-to-consumer product, overseeing the development of the go-to-market strategy and implementation of Ecommerce.

- Managed the ongoing relationship with a third-party call center and fulfillment provider.
- Orchestrated a seamless transition project, migrating from the existing third-party call center and fulfillment provider to a new provider. Oversaw all aspects of the transition, including system setup, training, and product logistics.

Marketing Manager Dec. 2022 - Feb. 2023

Magnolia Federal Credit Union Jackson, MS

- Supervised our outsource marketing team on all deliverables for each campaign and social media posts.
- Created events for the community and ways for Magnolia to obtain more members for the Credit Union.
- Oversaw the assignment and creation of on-site promotions, marketing emails, and new landing pages.
- Supervised and created all of the details for the Annual Meeting.
- Created and distributed weekly marketing performance reports to interested internal parties.

Communications Intern Aug. 2022 - Dec. 2022 Mississippi Department of Human Services Jackson, MS

- Developed the full spectrum of communications materials, including plans, press releases, key messages, Q&A, talking points, and spokesperson platform development.
- Planned, launched, and executed campaigns to bring awareness to the different division programs and our partners/subgrantees and organizations among the general public and legislators.
- Created graphics for different social media and programs.
- Created and organized content to go on different social media platforms.
- Mobilized with the communications team to write Press Releases for current events.
- Presenting ideas to the heads of the department for updating social networking.
- Actively listen and brainstorm in the collaborative room to develop new ideas.

Board Member, Location Director, Public Relations II Nov. 2019 - Jan. 2024

Shower Power Jackson MS

- Created schedules for volunteers on when to come to the location
- Set policies and approve business decisions

- Provide the homeless with showers, clothes, food, and shelter.
- Run operations at our location every Friday during operating hours.
- Create fundraisers, post information and events, and work the social media.
- Developed crisis plans encompassing emergency shelters, medical needs, and strategies for worst-case scenarios..

Communications Department Messenger Aug. 2019 – May 2022 Mississippi College
Communications Department Clinton, MS

- Reached out to prospective students considering majoring in any form of Communications.
- Created a fun and inviting atmosphere for the tailgates at Mississippi College.
- Oversaw activities for the communication department.
- Presented students and potential students tours of the Mississippi College campus.

Council President 2019 - 2022

Mississippi College Clinton, MS

- Presided over all Recruitment activities for each of the ten social organizations.
- Served on the student organization conduct committee on issues involving social organizations when requested.
- Worked with the fellow Council President on all matters involving social organizations on campus, including; recruitment, the pledging process, student organization conducts issues, and events.
- Served as a non-biased, non-voting leader of the Council, Council Representative Board, and any and all committees appointed through the Council.

LEADERSHIP AND INVOLVEMENT

Mississippi College 2019 - 2022

- Community Impact Award
- Derby Week Committee
- Welcome Week
- Scouts - *Student Recruiter*
- Orientation Leader
- Dean's List

Mississippi College Programming Board 2019 - 2020

- Marketing and Promotions Team
- Family Weekend Team
- Recruitment Director

Rotaract Men's Service Club 2018 - 2022

- Active Member
- Informal/Formal chair

PRAM Member 2020 - Present

- Public Relations Association of Mississippi