

Nahia Powell

Syracuse, NY | 504-259-5160 | nahia.powell@gmail.com | LinkedIn: [nahiapowell](#) | [Portfolio](#)

Education

S.I. Newhouse School of Public Communications, Syracuse University

Bachelor of Science: Public Relations | May 2028

Minor: Marketing

GPA: 3.653

Dean's List (all semesters)

Leadership Scholar, Invest in Success Scholar

Experience

TNH Ad Agency — Syracuse, NY

Greenhouse Creative Team Member | January 2026 – Present

- Collaborate with a team to develop advertising and public relations campaign concepts for a real client
- Conduct audience and market research, including SWOT analyses, to inform strategic messaging and positioning
- Create written and visual content aligned with campaign goals and brand identity
- Present campaign ideas and strategic recommendations directly to client

University Girl Magazine — Syracuse, NY

Content Creator | August 2024 – May 2025

- Create and publish TikTok content aligned with brand messaging and target audience interests
- Develop engaging short-form video content to increase audience reach and engagement

Public Relations Writing Course — Syracuse, NY

Public Relations Writer | August 2025 – December 2025

- Draft press releases, media advisories, pitches, and promotional materials for a chosen organization
- Develop briefing documents and talking points to present for a mock press conference
- Edit content to align with brand voice, tone, and audience objectives using AP Style

Public Relations Research Course — Syracuse, NY

Research Analyst | January 2026 – Present

- Apply qualitative and quantitative research methods to communication projects
- Analyze secondary data to support strategic public relations decisions
- Conduct a focus group and survey to collect data for research purposes
- Present research findings through a written report and presentation

Visual Design Course — Syracuse, NY

Designer | January 2026 – Present

- Create visual assets using Adobe Photoshop, Illustrator, and InDesign
- Design graphics to support branding and campaign messaging

PR Principles and Practice Course — Syracuse, NY

Public Relations Strategist | January 2025 – May 2025

- Study core PR theories, models, and industry practices
- Analyze case studies in media relations, crisis communication, and ethics

Communications and Society Course — Syracuse, NY

Communications Analyst | August 2022 – December 2024

- Examine the influence of media on public opinion and societal trends
- Analyze communication frameworks and their real-world implications

Also worked as a **Cashier** (Pontiff Playground) and **Camp Counselor** (St. Philip Neri School)

Skills

- Writing, Microsoft Excel, Powerpoint, Word, Adobe Photoshop, Illustrator, InDesign, Instagram, TikTok, Youtube
- MuckRack Certified, Brandwatch Certified

Activities

- Public Relations Student Society of America - Member
- Habitat for Humanity - Volunteer