

# Tera Sackey

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## EDUCATION

The Pennsylvania State University – University Park, Pennsylvania

December 2023

*Candidate for B.A. in Public Relations with intended minor in Digital Media Trends & Analytics*

GPA: 3.34/4.0

## PROJECTS & RESEARCH

Public Humanities Fellowship, State College, PA

August 2021 – May 2022

- Exhibit critical thinking, problem-solving, and creativity to locate, analyze, and apply information in all phases of production
- Collaborated with HumIn Focus on a mass imprisonment initiative, successfully sharing authority and casting a light on the challenges and successes individuals confront after leaving the prison system

## EXPERIENCE

PREME Magazine, Los Angeles, CA (Virtual) Public Relations Intern and Writer

January 2021 – Present

- Write, edit, and post blogs and cover stories, Notable cover stories: Joey Bada\$\$, JoeBoy and DeMarcus Paul
- Curate and draft social media content that aligns with the core values and vision of PREME Magazine and engages with the Generation Z audience

Student Programming Association, State College, PA Marketing and Concert Chair

January 2021 – Present

- Build strong social media presence on Instagram to increase brand awareness
- Revised Instagram marketing strategy, which grew Instagram follower count from 3,500 to 4,500 in 3 months and increased overall engagement ~ 30%

## LEADERSHIP

Asian American Center of Frederick, Frederick, MD

Teen Leadership Coordinator

April 2017 – Present

- Aid lower-income, minority or immigrant groups reach their full potential through developmental services
- Planned three successful enrichment events- baby shower auction and financial literacy summit with over 200 attendees

Penn State Alternative Breaks, State College, PA

Site Leader

December 2021 – Present

- Recruiting, interviewing, and building service trip team of 10 students and 2 Penn State faculty members
- Preparing educational materials about race, injustices, and the civil rights movement for service team members

The National Council of Negro Women, Inc.

Member

August 2021 – Present

- Attend monthly meetings and seminars focused on professional development
- Promote events and community engagement activities on campus catered to students of color, gaining audiences of 100 people

Public Relations Student Society of America

Exploration Committee

August 2021 – Present

- Attend general body meetings and speaker event series featuring media and entertainment industry professionals
- Participate in organization sponsored career conferences and events
- Increase student engagement and awareness of organizations initiatives through social media marketing strategy

## SKILLS & HONORS

- **Skills:** Microsoft Office Suite, Microsoft Word, Excel, PowerPoint, Adobe Premiere Pro, Adobe Photoshop, Adobe Audition, Adobe InDesign, Proficient use of AP Style Writing, English, Twi (reading, writing, and conventional speaking proficiency, parent's native language), French (reading, writing, and conventional speaking proficiency, 7 years of formal instruction)
- **Honors:** Penn State Provost Award, Penn State Educational Equity Scholarship, Certificate in CPR, First Aid