

# LIZA MICKENS

## JAMES MADISON UNIVERSITY '19

Communications, Public Relations

Student & Global Ambassador

Trained Diversity Educator

Study Abroad, London, Spring 2018

## VOLUNTEER

### Student Ambassador

Spring 2017 - Spring 2019

- Liaison with Office of Admissions & prospective students as a representative of the University
- Co-chair of organization's annual philanthropic event, raising over \$4,000 benefitting Blue Ridge Hospice

### Diversity Educator

Fall 2016 - Spring 2019

- Facilitated conversations pertaining to diversity and inclusion on campus.
- Served students through Center for Multi-Cultural Student Services.

## CONTACT

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Social Media: @lizamickens

LinkedIn: @LizaMickens

## INTERNSHIPS

### Wingfield PR

London, UK (Spring 2018)

- Maintained and organized the showroom.
- Booked and sent clothing for fashion call ins.
- Helped create ad materials for various clients.
- Gathered press coverage for clients.

### NBC 12

Richmond, VA (Summer 2017)

- Worked with marketing team to create commercials.
- Assisted in Nightly News production.
- Helped create social media content.

### Daniel Wellington Campus Ambassador

JMU (Fall 2017 - Spring 2019)

- Marketed the brand through social media and campus events.
- Generated watch sales on behalf of the company.
- Completed missions in a timely manner using Brandbassador app

## SPEAKING EXPERIENCES

### Maggie Walker Family Representative

Richmond, VA (2002- Present)

- Great, great-granddaughter of Maggie Lena Walker, First African American Woman to found and charter a bank in America.

### Maggie Walker Statue Unveiling

Richmond, VA (July 2017)

- Interviewed by local and national TV, radio, and newspaper outlets
- Spoke and helped unveil the Maggie Walker Monument.

### VA Ratify ERA Advocate

Richmond, VA (Aug 2018- Jan 2019)

- Narrated and starred in campaign launch video
- Served on panel about the ratification.
- Spoke on behalf of amendment to VA State Senate Subcommittee

## PROFESSIONAL SKILLS

- Public Speaking
- Writing
- Facilitation
- Social Media Platforms
- Microsoft Office
- Google Drive
- iMovie
- Apple Mac Systems
- Spanish Competency
- Modeling