

# CARRINGTON WHIGHAM

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## SUMMARY

Dynamic global communication and digital media strategist with government affairs, public relations, management, entertainment, and production experience. I am a versatile digital media leader with extensive experience in community engagement and strategic communications. Proven ability to foster collaboration, leverage data-driven insights, and implement innovative solutions to achieve organizational goals. Skilled in guiding creative vision, overseeing production workflows, and ensuring content excellence while cultivating a positive team culture.

## EDUCATION

**The University of Southern California**

September 2022-May 2024

**The London School of Economics and Political Science**

MS in Global Communication and Digital Media & MS in Communication Management

**Florida Agricultural and Mechanical University**

January 2022-December 2022

B.S. Broadcast Journalism, Government Affairs 3.8

## SKILLS

- **Technical:** Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Alfresco, Canva, ENPS, Final Cut Pro, Google Suite, Microsoft Excel, Microsoft PowerPoint, research analytics, suspension writing.
- **Strategic Communications:** Campaign oversight, public speaking, digital/social media strategy, brand storytelling, content planning, crisis communication, performance analysis, and budget administration.
- **Interpersonal Skills:** Critical thinking, Integrity, Negotiation, Relationship building, Resourceful, Leadership.

## WORK EXPERIENCE

**Deputy Digital Director**

Harris For President, Arizona Democrats

August 2024

- Lead an in-state digital team to reach voters innovatively and creatively with crafted strategies and messages that authentically resonate with voters. Our objectives include developing a robust engagement strategy, partnering with celebrities and influencers, and spreading impactful messaging to promote our campaign effectively.

**Global Communication Associate**

November 2022-Present

The Athena Advisors, London, Global Fundraising Consulting Firm, United Kingdom

- Lead internal and external communication strategies, business development initiatives, and public relations efforts. Manage cross-functional teams, ensuring effective collaboration and alignment with organizational objectives of social justice. Analyze performance metrics to inform data-driven decision-making and optimize content strategies.

**Creative Strategy Apprentice**

January 2024- Present

Mocean LA, Los Angeles, California

- Collaborate with high-profile clients, including Netflix, Hulu, Warner Brothers, Prime Video, Universal Studios, and more, delivering impactful project solutions. Conduct in-depth research, brand and entertainment marketing, and strategic planning to develop innovative, creative concepts. Coordinate with cross-departmental teams to ensure seamless execution of campaigns and projects.

**U.S House of Representative's Congressional Fellow**

May 2022-August 2022

United States Congress, Washington, D.C.

- Through the Congressional Black Caucus Foundation, I interned in Congresswoman Sheila Jackson-Lee's office, receiving legislative, communication, and governmental policy experience at the U.S Capitol. I was the communication fellow, where my practical experience included legislative writing, social media management, and graphic design, to contribute to strategic communication initiatives.

**Marketing and Social Media Intern**

May 2022-August 2022

Paramount-CBS Sports, Remote

- Played a key role on the first-ever women's sports talk show, *We Need To Talk*, by producing strategic social media content and plans to drive audience engagement. Leveraged data-driven insights to create targeted marketing campaigns that increased reach and interaction across various social platforms. Collaborated with cross-functional teams to ensure consistent brand messaging and content alignment.

### **External & Legislative Affairs Intern**

June 2021-August 2022

AT&T, Dallas, Texas

- Worked with the Ethical Culture and Governance Policy Office, creating company-wide communication material and developing company surveys to help the organization positively progress.

### **Communications, Marketing & Public Affairs Intern**

June 2019-July 2020

UT Southwestern Medical Center, Dallas, Texas

- Served as the Campaign and Digital Media Consultant for the UTSW and Texas Health Resources prevalence study, to recruit over 44,000 minorities in Dallas and Tarrant County for COVID-19 testing.
- Researched, drafted, and structured Public Affairs' "Community Engagement" website using Alfresco.
- Adapted tone and style for collateral material, with community information, to increase UT Southwestern's brand recognition.
- Assisted with several marketing video production processes.

### **Multimedia Journalist**

August 2019-May 2022

FAMU School of Journalism, Tallahassee, Florida

- Honed my skills as a staff writer for The FAMUAN, and a news producer for TV20. Demonstrated the ability to gather and report news, craft compelling narratives, and leverage multimedia platforms to effectively convey information, and gained valuable experience working in a fast-paced, deadline-driven environment while maintaining journalistic integrity and objectivity.

### **HONORS & AWARDS**

Florida HBCU Students for Biden Chair, FAMU Presidential Scholarship Award, Alpha Kappa Alpha 2021 International Leadership Fellow, AT&T Dream In Black- Rising Futures Award, Continental Societies Local, Regional, and National Scholarship Winner, FL For All Community Messenger.

### **MEMBERSHIP AND INVOLVEMENT**

#### **Student Body President & University Trustee**

January 2018-December 2022

Student Government Association

- Managed a \$3.2 million budget. I lobbied for state funding, served on the Florida Student Association board, advocated for students' needs statewide, and facilitated all campus activities and initiatives.

#### **Panelist**

January 2021-December 2021

The White House's National Covid Roundtable

- Represented college students nationwide in a conversation with the Second Gentleman of the United States, Douglass Emhoff, about the importance of marginalized communities getting vaccinated.

#### **Florida A&M University Elections**

January 2021-December 2021

Strike the Vote Campaign, Florida

- Established influential partnerships with celebrities to increase the importance of voting.
- Hosted Instagram Lives with Dwyane Wade and Keke Palmer to increase student enhancement, while vying to be the Student Body Vice President of my university, with 48,308+ views.

#### **Generation Next- International Committee Member**

January 2019-Present

Alpha Kappa Alpha Sorority, Incorporated

- I am a member of Alpha Kappa Alpha Sorority, Inc. A service organization that promotes the wealth of children and women, internationally. I currently serve as an international committee member on the Generation Next Task Force.

#### **Biden Harris- HBCU (FAMU) Chair**

August 2019- November 2020

Tallahassee, Florida

- Served as a digital and political organizer for the Biden Harris Campaign, covering north Florida, and HBCU Alumni for the "Strike the Vote" campaign.

#### **Cohort President**

March 2019-August 2022

Dr. Emmett J. Conrad Leadership Program

- Sponsored by State Senator Royce West, this is a professional development placement program to gain professional experience.