

## KAYLYNN R. STEPHENS

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VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA | Bachelor of Science in Mass Communications, Minor in Political Science | 2019

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### AREAS OF EXPERTISE

- Strategic Communications & Content Development
- Project Coordination & Administrative Support
- Community Outreach & Stakeholder Engagement
- Social Media Management & Analytics
- Public Relations & Media Coordination
- Data Analysis & Reporting
- Multimedia Production (Videography, Photography, Editing)

**TECHNICAL SKILLS:** Adobe Creative Suite (Premiere, Photoshop, InDesign, Illustrator, Acrobat), Canva, Microsoft Office (Word, Excel, PowerPoint, Teams, Outlook), Website Design, SEO

### CORE COMPETENCIES

- **Communications & PR:** Crafting communication plans, press releases, and coordinating with media.
- **Content Creation:** Designing and publishing digital content—social posts, blogs, promotional materials, and flyers.
- **Project Management:** Leading campaigns, events, and marketing initiatives from planning to execution.
- **Outreach & Engagement:** Building relationships with communities, stakeholders, and public officials.
- **Data-Driven Strategy:** Leveraging analytics to assess performance and guide content and engagement strategies.

- **Social Media:** Managing platforms (Facebook, Instagram, X/Twitter) to boost audience engagement.
- **Crisis Communications:** Managing sensitive messaging in high-stakes scenarios.
- **Administrative Support:** Coordinating schedules, documentation, and communications in dynamic settings.

### INTERPERSONAL STRENGTHS

- Collaborative and team-oriented
- Strong verbal and written communicator
- Skilled in stakeholder relationship-building
- Creative, flexible, and solutions-focused

### PROFESSIONAL EXPERIENCE

BRITT'S FLORIST INC., NEWPORT NEWS, VA.

*Communications Specialist & Administrative Assistant*  
January 2018 - March 2025

- This was my family-owned and operated business, where I assisted as needed in designing, developing, and implementing digital engagement strategies, including website redesigns and social media content creation.
- Helped increase Google Business Profile interactions and gross sales.
- Analyzed data to determine views and inquiries about products and services.
- Directed and produced promotional content.
- Generated contracts and invoices for clients (weddings, social events).

JOHNS HOPKINS MEDICINE, BALTIMORE, MD.

*Marketing Project Administrator for the JHM Diabetes Prevention & Education Program*  
September 2022 - July 2024

- **Developed and Executed Marketing Strategies:** Designed and implemented creative content strategies to engage physicians and eligible patients, enhancing participation in Diabetes Prevention (DPP) and Self-Management Training (DSMT) programs.
- **Promotional Material Creation:** Produced innovative promotional and educational materials to raise awareness and drive program enrollment.
- **Community Engagement:** Planned and executed comprehensive outreach events and initiatives across Johns Hopkins Medicine entities, increasing market penetration and social media engagement.
- **Stakeholder Coordination:** Collaborated with key stakeholders, vendors, and departments to align communication strategies with project goals.

- **Data-Driven Decision Making:** Analyzed marketing performance metrics to meet the Maryland Health Services Cost Review Commission's referral targets and adjust strategies accordingly.
- **Project Management:** Oversaw marketing and publicity efforts for community-based and internal outreach activities, ensuring timely execution and compliance with organizational objectives.
- **Strategic Adjustments:** Implemented corrective measures to meet objectives set by the Baltimore Metropolitan Diabetes Regional Partnership for DPP and DSMT initiatives.

WAVY-TV/FOX-43 NEWS, PORTSMOUTH, VA.

*Assignment Editor & Digital Content Creator*

*June 2019 - April 2021*

- **Content Creation:** Wrote, edited, and published diverse content for WAVY.com, including lifestyle, community events, crime, and breaking news reports.
- **Investigative Reporting:** Researched public records and conducted interviews using the Freedom of Information Act (FOIA) to ensure accurate and reliable reporting.
- **Relationship Building:** Established and maintained trust with public information officers and media personnel, enabling WAVY-TV to consistently deliver accurate breaking news ahead of competitors, increasing viewership and online engagement.
- **Social Media Strategy:** Monitored and analyzed social media analytics to optimize content performance on platforms like Facebook, Twitter, and Instagram.
- **Collaborative Production:** Worked closely with producers, reporters, and journalists to coordinate content production for digital and broadcast formats.
- **News Coordination:** Led meetings with reporters, producers, and photojournalists to assign and plan stories for nightly newscasts.
- **Media Communication:** Drafted and distributed timely and accurate media releases to producers and newsroom staff for media coverage and breaking news updates.

## RELEVANT CONTENT CREATION & COMMUNITY ENGAGEMENT

- **City of Hampton – Parks, Recreation & Leisure Services:** *Marketing Outreach Coordinator* | June 2024 – August 2024  
Led marketing and outreach efforts to promote parks, programs, and community events. Developed social media content, flyers, and press materials to increase community awareness and engagement. Collaborated with internal teams and community partners to support seasonal initiatives and public events.
- **Johns Hopkins Medicine:** *Community Service Subcommittee Member, Marketing & Communications Engagement & Diversity Committee* | May 2023 – July 2024  
Contributed to internal campaigns and outreach initiatives focused on diversity, equity, inclusion, and staff well-being. Supported culturally competent communications and health literacy efforts across patient and employee channels.
- **Garris Group Family Services LLC:** *PRN Marketing & Outreach Support* | 2024 – Present  
Create promotional and educational content for residential and behavioral health programs serving individuals with Intellectual/Developmental Disabilities (ID/DD) and Serious Mental Illness (SMI).
- **Hampton City Schools:** *Reading Intervention Assistant / Substitute Teacher* | October 2021 – June 2022  
Supported early literacy development and student growth through individualized instruction. Fostered strong relationships with students and families to address educational, emotional, and behavioral needs.
- **PBS Richmond WCVE-TV / VCU Insight:** *Multimedia Reporter* | Aug 2018 – May 2019  
Reported on local health, education, and community issues, using digital storytelling and broadcast journalism to elevate public interest topics.