

# Rania Jamison



803.920.7087



raniakj@gmail.com

---

## SUMMARY

Over 15 years experience as a dynamic public relations professional and skillful organizer of high-profile programs and events. A creative and energetic leader with the ability to communicate vision, inspire action and create lasting relationships with diverse communities through a range of techniques.

## Community Leadership Roles

- ◆ Central Carolina Habitat for Humanity Board ~ Development Chair
- ◆ Delivering Good Disaster Volunteer
- ◆ Do Good Columbia Action Team
- ◆ Junior League of Columbia Executive Management Team ~ Education & Development Chair
- ◆ Leadership Columbia Advisory Board
- ◆ Solomon Law Firm Community Grant Advisory Committee
- ◆ Talented Tenth Founding Member & Advisory Board

---

## Professional Profile

- ◆ Versatile community relations professional experienced in fostering strategic partnerships and creating mutually beneficial connections between business leaders, elected officials and community leaders and worthy causes
- ◆ Strategist with extensive experience in organizing events and programs to achieve optimal results for clients; also skilled in converting complicated messaging into plain language speeches, trainings and materials for audiences of varying skill levels and sizes
- ◆ Highly resourceful spokesperson with excellent media relations skills in conducting media interviews, pitching stories, producing press materials, arranging press conferences and creating effective media partnerships
- ◆ Results-driven media planner specializing in motivating hard-to-reach audiences through creative promotions

---

## Honors/Awards

- ◆ 2014 South Carolina Black Pages and Black Expo South Top 20 Under 40 Awardee
- ◆ 2012 "Our Penny" campaign awarded South Carolina Public Relations Society of America Public Affairs Mercury Award
- ◆ 2010 Recipient of Monster Worldwide Making It Count Rookie of the Year Award for most exceptional new speaker
- ◆ 2010 Census campaign awarded International Association of Business Communicators Silver Quill Award & Best of Show
- ◆ 2003 "Fast Reaction" stroke awareness television commercial awarded prestigious Telly Award
- ◆ 2000 Semi-finalist scoring in the top 10% of the Direct Marketing ECHO Competition
- ◆ 1999 Honor roll member of the American Advertising Federation Most Promising Minority Student Program

---

## Education

University of South Carolina ♦ Columbia, SC ♦ B.A. Journalism and Mass Communications ♦ Public Relations Major

# Rania Jamison



803.920.7087



raniakj@gmail.com

## Professional Experience

### **Purpose Promotions, LLC**

2009-Present

#### **President/Public Relations Consultant/Motivational Speaker**

- ◆ Operates a small business which provides custom public relations services including community relations, event planning, media relations, political consulting, brand development and management
- ◆ Provides energetic creative presentations, workshops and keynotes which are customized for client's targeted audience

### **BANCO/Bannister**

#### **Company**

2009-Present

#### **Public Relations Consultant**

- ◆ Serves as Public Involvement Coordinator responsible for organizing public meetings and special events to ensure citizens are informed, educated and engaged in Richland County Penny Transportation Program
- ◆ Served as a state organizer for national clients including Pew Environment Group, Internet Innovation Alliance, American Beverage Association; implemented strategies to educate and engage opinion leaders on legislation and issues of direct relevance to clients through grassroots support, coalition building, events and media coverage
- ◆ Organized key awareness components for political/grassroots campaigns for Citizens for a Greater Midlands, Vote for Our Libraries, Greater Columbia Chamber of Commerce, SC Democratic Party and various political candidates for Governor, County Solicitor, County Treasurer, City Council and Mayor

### **High School for Health**

#### **Professions**

2012-2013

#### **Public Speaking/Creative Writing Instructor**

- ◆ Created and implemented lessons to increase student confidence, effectiveness and accuracy in oral and written communication among freshmen students at newly launched charter school
- ◆ Developed projects for students to enhance leadership skills, college/career planning and community service

### **Monster Worldwide**

2010-2012

#### **Making It Count Programs Presenter for Southeast Region**

- ◆ Delivered high-energy, high-impact presentations on college/career choices to high school and college students; garnering top-scoring evaluations from students/school contacts and recognized as a top performing speaker

## **Additional Roles (2000-2011)**

- ◆ 2010 Census Media Coordinator, SC Budget & Control Board
- ◆ Marketing & Development Director, Midlands Community Development Corporation
- ◆ Special Fundraising Projects Director and Marketing Assistant, Benedict College
- ◆ Cardiovascular Health Public Information & Partnership Specialist, Women's Cancer Coalition Coordinator, and Minority Health Communications Consultant, SC Department of Health and Environmental Control

## **Other Affiliations**

American Association of Advertising Agencies Minority Advertising Internship Program Alumni ◆ Bible Way Church of Atlas Road Emerging Generation Leadership Class of 2008 ◆ City of Columbia Youth Commission Advisory Board 2011-2012 ◆ Columbia Opportunity Resource The Buzz & Time For Art Team Member 2011-2013 ◆ Columbia Urban League Young Professionals Executive Board Political & Economic Development Chair 2011-2012 ◆ Leadership Columbia Class of 2012 ◆ South Carolina Arts Commission New Audience Road Show Class of 2010 ◆ United Way of the Midlands Blueprint for Leadership Class of 2009