

# Cydeni Carter

Energetic and ambitious professional with a proven track record in public relations, journalism, and content creation. Adept at crafting compelling narratives, building strategic relationships, and driving impactful campaigns. Committed to continuous growth and overcoming challenges.

## EXPERIENCE

### **O.H. Partners — Senior Public Relations Account Executive**

OCTOBER 2021 - PRESENT

- Spearhead strategic communication initiatives for high-profile clients in food and beverage, hospitality, gaming, and sports industries, including the Arizona Lottery and Gila River Resorts & Casinos.
- Foster and maintain strong client relationships through proactive communication and consistently surpassing expectations.
- Conceptualize and execute innovative PR campaigns, elevating media coverage and bolstering brand perception.
- Collaborate with cross-functional teams to pitch and secure new business opportunities for the agency.

### **ABC15 KNXV-TV/ CW61 KASW-TV — Real-Time Editor/ Digital Content Producer**

JANUARY 2019 - OCTOBER 2021

- Create captivating digital content including articles, videos, and social media posts, driving increased online engagement.
- Collaborate seamlessly with on-air talent and producers to ensure a cohesive digital and on-air presence.
- Utilize multimedia expertise to amplify the station's online footprint and extend reach to a broader audience.
- Edit and curate real-time news content, maintaining utmost accuracy, relevance, and timeliness.

### **Arizona PBS — Cronkite News Broadcast Sports Reporter**

AUGUST 2018 - DECEMBER 2018

- Responsible for producing high-quality content that showcased athletes and their stories.
- Leveraged expert filming and editing skills to craft compelling profiles, game coverage, and feature stories.
- Conducted insightful interviews with athletes and essential personnel, capturing the essence of their experiences to engage and inform the audience effectively.

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[LinkedIn Profile](#)

## EDUCATION

### **Arizona State University – Walter Cronkite School of Journalism and Mass Communication— Bachelor of Arts – BA, Broadcast-Sports Journalism**

2016 - 2019

Graduated in three years, demonstrating exceptional dedication and time management skills by taking on an intensive course load each semester. Successfully balanced rigorous academic demands with active involvement in on-air and written journalism experiences, resulting in a well-rounded skill set and a strong foundation in journalism.

### **Xavier College Preparatory**

2012 - 2016

## SKILLS

Media Relations • Strategic Communications • Press Releases • Journalism • Social Media

Storytelling • Web Content Writing • Content Marketing • Copywriting • Public Relations