DEANDRE MALCOLM

Atlanta, GA | [Phone] | [Email] | [LinkedIn or Portfolio]

PROFESSIONAL SUMMARY

Music and public relations professional experienced in supporting independent artists through brand consulting, release-promotion planning, and live-show coordination. Combines music and culture research, social content strategy, creative storytelling, and cross-functional project coordination. Skilled at building teams, developing audience-centered campaigns, and moving ideas from concept to execution.

MUSIC & PUBLIC RELATIONS EXPERIENCE

Freelance PR Strategist
Atlanta, GA | Feb 2023–Present
- Partner with local Atlanta artists to clarify their music goals and translate them into actionable public-relations plans.
- Advise on artist branding and positioning, release-promotion planning, and promotional messaging tailored to each artist's identity and objectives.
- Coordinate live-show promotional needs and communications, connecting artist priorities with audience-facing execution.

Digital Marketing & Social Media Intern | The NorthStar Group / The Source Magazine
New York, NY | Dec 2020–Apr 2021
- Researched TikTok accounts from comparable brands and organizations to identify content patterns and develop a differentiated strategy aligned with company needs.
- Created social-media copy and reusable graphic templates for Twitter, Instagram, and TikTok to support consistent, platform-aware publishing.
- Contributed to newsletter content and collaborated with the web editorial team to support digital content planning and distribution.

Publicist Intern | Topps PR Firm
Dates available upon request
- Supported public-relations projects through research, promotional-material preparation, client and event support, and coordination of project logistics.

CREATIVE LEADERSHIP & CAMPUS EXPERIENCE

Community Director | Morehouse College
Atlanta, GA | Dates available upon request
- Design and deliver programs for approximately 120 residents on community standards, campus opportunities, consent, college success, and social development.
- Lead a team of five Resident Advisors, using biweekly meetings to surface resident concerns, assess building needs, and develop practical solutions.
- Developed RA learning sessions on imposter syndrome and effective student engagement to strengthen staff confidence and resident connection.
- Led a week of nonpartisan civic-engagement programming around the 2024 U.S. presidential election, from ideation through execution, helping students understand voting processes and civic participation.

Founder & Creative Lead | BLK Elites Dance Company, Penn State
University Park, PA | Oct 2021–May 2022
- Co-founded a dance company to energize the Black campus community through performance, cultural expression, and service.
- Built a cohesive brand identity, including visual direction and logo concepts, celebrating the talents of Black student performers.
- Partnered with a choreographer to shape movement-based stories connecting hip-hop and Black culture with the campus climate and community experiences.
- Established a service expectation of two community-service activities per member each semester, pairing artistic development with meaningful campus engagement.

Public Relations Chair | Penn State Student Organizations
University Park, PA | Dates available upon request
- Supported organizational communications and promotion, helping share events, activities, and student-community initiatives.

EDUCATION

The Pennsylvania State University
B.A., Public Relations | 2022

CORE SKILLS

Artist communication & brand consulting • Release-promotion planning • Music and culture research • Public-relations writing • Social-media strategy • Live-show and event coordination • Creative storytelling • Project coordination • Team leadership • Stakeholder communication

TOOLS TikTok Analytics • Apple Music • SoundCloud • Canva • Excel • Google Sheets • Microsoft Office • Google Workspace