

DERRA HOWARD

Presentation

CREATIVE

*hospitalia*

@derrahoward

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# HELLO! I'M DERRA

Marketing and communications professional with experience in brand strategy, social media management, content creation, event marketing, and digital storytelling. Skilled in developing engaging campaigns, managing multi-platform content, and building strong audience connections through creative and strategic marketing initiatives. Experienced working across nonprofit, media, and lifestyle industries with a strong background in communication, project coordination, and brand development.



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# EDUCATION

Southern University &  
A&M College

2009

Bachelor of Arts in Mass Communication,  
Concentration in Broadcast Journalism.

Focused on journalism, media  
communications, broadcasting, public  
relations, and digital storytelling.

Regent University

2026

Master of Fine Arts (MFA) in Screenwriting |  
Expected 2026

Focused on screenwriting, storytelling, script  
development, character development, and  
cinematic narrative structure.

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# PERSONAL SKILL

## TYPOGRAPHY

Typography throughout the portfolio combines modern, clean, and editorial-inspired fonts to create a polished and professional visual identity. The design balances creativity with readability, reflecting a blend of media, marketing, and luxury branding aesthetics.

## LAYOUT & COMPOSITION

Designed to be clean, visually balanced, and easy to navigate. Each section combines strong visual storytelling with organized content to create a professional presentation that highlights creativity, strategy, and brand identity.

## CREATIVE ABILITIES

Abilities include content creation, brand storytelling, creative direction, campaign development, visual styling, social media strategy, digital marketing, video editing, and audience engagement across multiple platforms and industries.

# EXPERIENCE

## Saving Grace Epilepsy Foundation

Developed and managed marketing campaigns, social media strategy, sponsorship outreach, fundraising promotions, event branding, and digital content creation to increase community engagement, awareness, and organizational visibility.

## Influencer Social

Created social media content and supported influencer-focused event marketing for Essence of the Culture activations. Assisted with content creation, audience engagement, brand visibility, live event coverage, and digital promotion across social media platforms.

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# MY PROJECTS

Projects include influencer and social media marketing for Essence of the Culture, nonprofit awareness campaigns for the Saving Grace Epilepsy Foundation, brand development and digital marketing for Bobbie L. Howard CPA Firm, event marketing initiatives, and multi-platform content strategies focused on audience engagement, storytelling, and brand visibility.

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# PROJECT 01

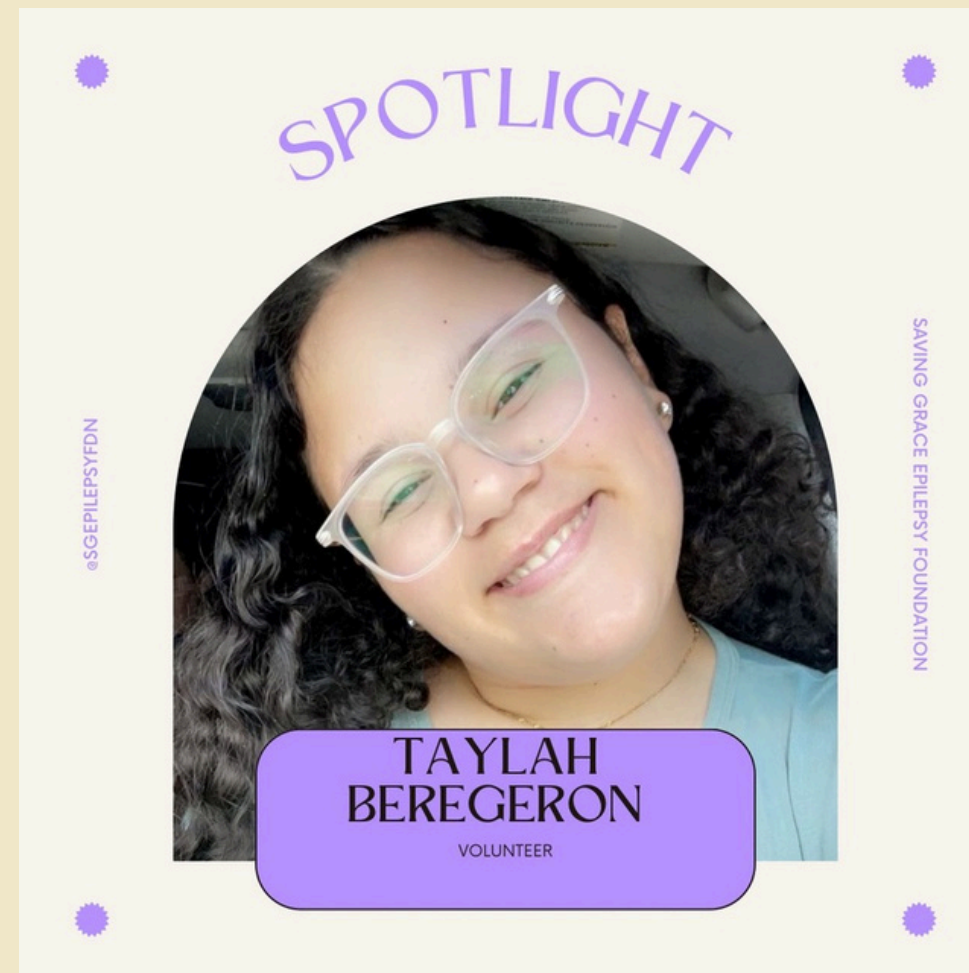
Developed and managed marketing campaigns focused on epilepsy awareness-Saving Grace Epilepsy Foundation, community outreach, fundraising initiatives, and event promotion. Created digital content, coordinated social media strategy, and supported brand visibility through community-centered campaigns and public engagement efforts.



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# GRAPHICS






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# LET'S WORK TOGETHER

 [www.derrahoward.com](http://www.derrahoward.com)  985-266-7131  [info.derrahoward@gmail.com](mailto:info.derrahoward@gmail.com)

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THANK YOU

*for your attention*

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