

D'NIYA HENDERSON

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CONTACT

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SUMMARY

Hands-on experience in brand representation, strategic communication, and community engagement. Proven ability to keep brand standards in high-pressure environments and effectively manage organizational messaging for diverse audiences.

SKILLS

- Brand Ambassadorship
- Client Consultations
- Reputation Management
- Professional Phone Etiquette
- Strategic Messaging
- Conflict Resolution
- Microsoft Office Suite
- Adobe Creative Cloud
- Data Entry
- Digital Content Support

EDUCATION

Florida A&M University

Fall 2022- Summer 2026

BA in Public Relations

EXPERIENCE

Publix Super Markets | *Bakery Clerk*

June 2024 - Present

- Manages the department's public-facing communications by answering inquiries, providing detailed product information, and ensuring a positive brand experience for every caller.
- Consults with clients to take custom orders, ensuring that specific requests are captured accurately to keep high levels of satisfaction and brand loyalty.
- Oversees the final presentation of goods through meticulous packaging and labeling, ensuring all products adhere to corporate quality standards and visual brand identity.

University Advancement | *Marketing Intern*

August 2025 - December 2025

- Captured event footage and interviews for the university's social media, driving engagement through high-quality photography and alumni storytelling.

- Helped in the development of promotional materials and digital content to enhance university visibility and engagement.
- Monitored brand messaging across various platforms to ensure consistency with the department's strategic goals.

ROSS dress for less | *Cashier*

May 2023 – August 2023

- Acted as the last point of brand representation, ensuring a professional and positive departure experience for all consumers.
- Managed high-volume financial transactions with precision while multitasking to address customer inquiries and concerns under pressure.
- Facilitated brand loyalty programs by communicating the benefits of store initiatives and credit services to a diverse public audience.

Tools for Schools | *Volunteer*

November 2021 – May 2022

- Organized inventory and displays to maintain a professional atmosphere for community partners and visitors.
- Engaged with the public to provide information on organizational resources and community mission.
- Facilitated the flow of donated goods to ensure efficient distribution during community-facing events.