

PROFILE SUMMARY

Fueled by my passion for creativity and storytelling, I strive to inspire and connect with different audiences. I am actively seeking a career in Public Relations and Communication to apply the knowledge and skills I have gained throughout my studies and experiences.

SKILLS	<ul style="list-style-type: none">• List Building (eg. Media + Influencer)• Blurb Writing• Pitch Writing• Excel/ Google sheets• Social Decks	<ul style="list-style-type: none">• Attention to detail• Tools: Canva, Tagger, Muck Rack, Meltwater, & Coverage book• Multitasking• Teamwork & Collaboration
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INTEREST	<ul style="list-style-type: none">• Traveling & exploring• Reading books• Style trends
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PERSONAL PROJECTS

Blog
www.carmenwatts.blog

EDUCATION

[Rutgers University-New Brunswick, New Jersey](#) | Graduation Spring **2026** |

Major: Communications and Public Relations

Minor : Digital Communications and Information Media

Clubs

- Rutgers Association of Marketing - *Marketing committee*
- Rutgers PRSSA - *Public Relations Committee*
- NAACP

EXPERIENCE

Public Relations Intern | September 2025 - May 2026 |

[20twoStudio with J/PR, New York City](#)

- Influencers & Media backgrounders
- Media & Influencer list building
- Clipping PR coverage
- Pitch, Press release, and blurb writing
- Calendar Listing
- On-site Event client activations

Public Relations Intern | May 2025 - August 2025 |

[TAA PR, Washington, D.C.](#)

- Conducting daily press scans for our clients
- Developing media and influencer lists for specific projects through thorough research
- Preparing monthly media recaps for client review on coverage book
- Creating social decks
- Market Research

Social Media Manager | October 2023 - Present |

[Heavenly Peanut Butter, Maryland](#)

- Managed all social media platforms, increasing brand awareness and engagement.
- Created compelling visual content using Canva to drive customer interaction.
- Engaged with customers through direct communication and interactive campaigns.