

CARMEN WATTS

88 Easton Ave, New Brunswick, New Jersey, 08901 (open to moving)

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301-580-3673

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

- Media & Influencer List Building
- Pitch & Blurb Writing
- Placement Spotlights & Backgrounders
- Media Monitoring & Coverage Reporting
- Social Media Deck Development
- Google Sheets
- PR Tools: Muck Rack, Meltwater, Tagger, CoverageBook, Canva
- Multitasking in Fast-Paced Environments
- Strong Attention to Detail & Team Collaboration

INTEREST

- Traveling & exploring
- Reading books
- Style trends

PORTFOLIO

Personal Website

<https://carmenwatts.blog/2026/02/27/portfolio/>

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 at 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.