

IMANI A LEWIS

STRATEGIC COMMUNICATIONS



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PROFESSIONAL EXPERIENCE

Virginia Farm Bureau - VA State Fair Event Assistant (Temp) **July 2025- PRESENT**

- Support event planning and day-to-day operations for large-scale fair programming, including entertainment, vendors, and sponsorship activations. Assists with scheduling and day to day administration tasks.
- Create and organize signage, promotional materials, and social media content in alignment with branding.

Membership Experience Leader YMCA of South Hampton Roads **May 2024 - March 2025**

- Delivered exceptional front-desk service to over 100+ members and guests weekly by addressing questions, resolving concerns, and creating a welcoming and inclusive environment.
- Assisted with financial aid applications and program enrollment, helping increase accessibility for families and individuals in need.
- Increased retention by 50% through effective and strategic communication. Contributing to more membership renewal opportunities

Social Media Management FINEREVENTZ by FE Event Planning **Jun 2024- May 2025**

- Create and schedule visually engaging content, including Reels, graphics, and behind-the-scenes footage resulting in a +10% increase in followers within 90 days.
- Collaborate directly with the business owner to brainstorm campaigns and optimize visual storytelling, boosting inquiry DMs.

Marketing Internship Advanced Strategic Communications Course **Aug 2023 - Dec 2023**

- Contributed to a strategic initiative aimed at bridging academic research with student engagement, strengthening departmental outreach.
- Designed visually compelling collateral materials, including posters and digital assets, using Adobe Photoshop and Illustrator to enhance research visibility.
- Conducted in-depth interviews with multiple math professors, crafting insightful questions to translate complex research into accessible, student-friendly narratives.

PROJECTS

Service Learning Study The Norfolk Street Choir **Jan 2023 - May 2023**

- Collaborated with my team to assist in planning and executing campaigns to raise awareness for organization programs.
- Developed targeted messaging and content for different media channels, including social media, email, and traditional mail.
- Campaign resulted in gaining 3 new donors for organization.

Web Design BLOSSOMS Candles & Grace Abound LLC **2024**

- Designed and launched two custom websites for small, faith-based family businesses.
- Collaborated directly with business owners to gather content, clarify brand messaging, and translate vision into clean, visually appealing digital experiences.

EDUCATION

Old Dominion University August 2020- May 2025
Bachelor of Science in Strategic Communications
Minor in Cybersecurity

ORGANIZATIONS/VOLUNTEER WORK

PRSSA Student Society Executive Board Member

Fredericksburg Food Bank Food Sortation/Order Fulfillment

Boys & Girls Club of America Mentor/Tutor

RELEVANT SKILLS

Administrative:

- Clear client or vendor communication abilities, professional emailing and task management.
- Organized documentation, digital file maintenance, and efficient support of everyday operations. (Familiar w/ Excel & Google Sheets)

Creative & Design

- Visual storytelling, brand identity, and concept development for digital and print content.
- Experience in designing promotional materials (Working knowledge of Canva & Adobe)