

Suleika Ward

(404) 922-1253 • suleika1.ward@gmail.com • [linkedin.com/in/suleikaward](https://www.linkedin.com/in/suleikaward)

SUMMARY

Creative communications expert with experience in brand storytelling, graphic design, and digital strategy. Good at making interesting material, running group projects, and ensuring that web and social media experiences are easy to use. Loves using design and communication to connect with people, get them involved, and make a difference.

EDUCATION

Master of Business Administration

Aug '24 - Aug '25

Florida Agricultural and Mechanical University | Tallahassee, FL

Bachelor of Science in Graphic Design

Aug '20 - May '24

Florida Agricultural and Mechanical University | Tallahassee, FL

KEY SKILLS

• **Graphic Designing** • **Video Editing** • **Digital Merchandising** • **Content Planning**
• **Project Delivery** • **Event Organization** • **Analytics Reporting**

Technical Skills: Adobe Illustrator, After Effects, WordPress, Premiere Pro, Photoshop, MS Office Suite, Google Analytics, SharePoint, Figma, Canva, Google Workspace

PROFESSIONAL EXPERIENCE

Public Information Specialist

Jul '24 - Jul '25

The Florida Department of Elder Affairs | Tallahassee, FL

- Increased social media video engagement by over 200%, with several posts exceeding 5x previous view averages and generating higher likes and comments, boosting overall audience interaction
- Assisted with the agency's website redesign in collaboration with IT and marketing teams, checking its functionality and usability to make sure it was easy to use and free of errors
- Led meetings of the Social Media Task Force to decide which programs to highlight and which essential resources to share with the elder community

Secretary of Communications

Apr '23 - Apr '24

Student Government Association, Florida A&M University | Tallahassee, FL

- Boosted event attendance by 30% through strategic campaign branding and creative design for events, town halls, and announcements
- Managed end-to-end communications planning, ensuring timely and impactful student engagement
- Developed marketing assets that expanded awareness and reach across multiple digital platforms

Social Media & Graphic Communications Intern

Jun '23 - Dec '23

St. Michael & All Angels Episcopal Church | Tallahassee, FL

- Increased Instagram engagement by making 5+ high-quality graphics daily using Adobe Creative Suite to improve layouts
- Updated the ministry's website for improved clarity, usability, and alignment with campaign objectives
- Created digital assets for specific events that increased community involvement and exposure

COMMUNITY INVOLVEMENT

Alpha Kappa Alpha Sorority, Incorporated

Mar '24 - Present

The Beta Alpha Chapter | Tallahassee, FL

- Designed custom digital and print graphics for events, fundraisers, and service initiatives, enhancing visibility and engagement across platforms

Alpha Kappa Psi Professional Business Fraternity, Incorporated

Mar '24 - Present

The Omega Xi Chapter | Tallahassee, FL

- Actively engaged in professional seminars and events while designing visually compelling flyers to promote these opportunities and support student development in networking and professional skills