

Millicent Boakye

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EXPERIENCE

Gold Hand – Remote

Administrative Assistant

May 2015 – Present

- Managed all client correspondence, ensuring timely and professional communication for over 10 active clients
- Maintained inventory and ordered office supplies monthly, ensuring cost-effective purchasing and preventing shortages
- Executed a range of administrative duties such as answering phone calls daily, managing filing systems, responding to emails, taking and delivering messages, and generating detailed monthly expense reports

1iota Productions – Detroit, Michigan

Audience Coordinator

Jun 2024 – Jun 2024

- Assisted with the load-in/out of audience members for Live From Detroit: The Concert at Michigan Central, executive produced by Eminem, Paul Rosenberg, and Jesse Collins Entertainment
- Managed check-in line by greeting and organizing guests upon arrival based on various ticket types and assisted with ticketing, scanning, and wrist-banding
- Provided crowd control and ensured guest safety by following all security guidelines to facilitate a memorable fan experience for live event on NBC/Peacock
- Communicated effectively with internal staff members to resolve issues quickly and efficiently

Annenberg Media – Los Angeles, CA

Contributing Writer

Jul 2022 – May 2023

- Collaborated on the production of the inaugural radio interview with USC's first majorette team, the Cardinal Divas of SC, a historic moment for the university's cultural representation
- Regularly pitched, researched, and developed multimedia content ideas, resulting in a diverse portfolio of web articles, videos, and radio segments
- Conducted in-depth interviews with key figures and experts, contributing to high-quality, informative content across various media platforms
- Wrote, recorded, and edited engaging content for web, video, and radio, ensuring clarity, accuracy, and adherence to editorial standards
- Implemented rigorous fact-checking and content verification processes to maintain the highest standards of journalistic integrity and accuracy

Wildstar Films – Paw Paw, MI

Production Assistant

May 2023 – May 2023

- Collaborated with a professional wildlife researcher and camera operator, providing critical support in identifying and documenting animal behavior
- Skillfully operated a Sony FS7 remote camera to capture high-quality footage of diverse wildlife behaviors, contributing to the project's visual documentation
- Conducted extensive four-hour stakeouts in various terrains to document rare animal behaviors, ensuring minimal disturbance to wildlife
- Efficiently managed the logistics of moving sensitive camera equipment across challenging wetland terrains to ensure optimal positioning for wildlife observation

The Joclin Agency – Remote

Social Media Intern

Apr 2021 – Aug 2021

- Supervised the intern department with coordinating tasks and ensuring smooth operation of the social media department
- Managed social media presence across 4 platforms (Facebook, Instagram, LinkedIn, and Twitter) for 10+ clients, tailoring content to each platform's audience
- Strategically planned and scheduled daily content using tools like Hootsuite and Trello, maintaining a consistent posting schedule for maximum engagement

- Monitored and analyzed content performance metrics, generating monthly reports to track growth in engagement, reach, and follower count
- Conducted through market research and audience analysis, identifying key demographics and tailoring content to resonate with each client's target audience
- Led a high-profile social media campaign for a client partnership with Essence Magazine and Pinesol, driving brand visibility and engagement through targeted posts and strategic collaborations

EDUCATION

University of Southern California – Los Angeles, CA
Master of Science, Journalism

Wayne State University – Detroit, MI
Bachelor of Arts, Journalism

SKILLS

- Microsoft Office, WordPress, Slack, Twitter, Instagram, Tik Tok, Facebook, Snapchat, YouTube, Canva, Adobe Creative Suite