

PEYTON WILSON

THEY/THEM

ABOUT ME

I am passionate about using platforms of equal access and community relationships to facilitate racial and wealth equality. I have 3+ years of experience leveraging social media and online mediums to achieve this goal. I am a self-motivated and curious worker whose creativity and passion drive me to actively seek out new opportunities and skills.

CONTACT ME:

Mobile: 678-800-5584

Email: peyton.ohw@gmail.com

Website: www.wordsbypeyton.com

LinkedIn: www.linkedin.com/in/peytonohw

EDUCATION

The George Washington University | DC

Class of 2022

Aug 2018- May 2022

Major: Political Communication

KEY ACHIEVEMENTS

- Eckles Prize for Research Excellence
- GW Black Student Union Perseverance Award
- The Conversationalist 2020 Human Rights Honoree

SKILLS

- Written communication (academic, editorial, creative, etc.)
- Social media planning
- Web design
- Graphic design
- Community building and organizing
- Project management

PROFICIENCIES

- Canva
- Adobe Suite
- Google Suite
- Creator Studio/Meta Business Suite
- Twitter Media Studio/Tweet Deck
- Squarespace/HTML
- Hootsuite

UNDERGRAD EXPERIENCE

- GW Dining Social Media Representative (2018-2020)
- Editorial Director + Web Designer, The Black Ace Magazine (2018-2021)

EXPERIENCE

More Perfect Union, Social Media and Distribution Intern May 2022-September 2022

- Facilitating the growth of Instagram and Facebook accounts by over 30%
- Assisting the Social Media Director with content creation, design, and scheduling
- Refining the existing distribution procedure and increasing the reach of MPU content to high-profile and general users on Twitter and Instagram
- Writing original copy for content on Instagram, Facebook, TikTok, and Twitter
- Creating graphic design content for Instagram and Facebook using Adobe Suite
- Tracking and analyzing metrics weekly to develop a distribution strategy for Twitter, Instagram, and Facebook
- Assisting in the management of the perfectunion.us website
- Leading independent projects to build relationships with POC communities

DC Ward 2 Mutual Aid, Social Media Manager March 2021-present

- Growing the W2MA online presence by starting its Instagram account in 2021
- Managing Twitter (20% growth in the first month) and Instagram (300% growth in its first month) platforms with a team of 3-4 volunteers
- Managing social media fundraising campaigns, accumulating a total of over \$5,000 in regular and one-time donations
- Collaborating with a team to create and implement a design kit for the W2MA visual brand
- Designing graphics for Instagram posts using Canva and Adobe Illustrator
- Developing a system to organize direct messages and emergency cash requests through Instagram
- Authoring a Ward 2 Mutual Aid Social Media Guide to facilitate a consistent brand strategy

Founder and Education Content Director, The Black Knowledge Coalition

February 2021-present

- Founder of The Black Knowledge Coalition (BKC), an online-based education mutual aid organization
- Growing BKC's all-around engagement by over 120% from February 2021 to August 2022
- Designing the BKC website using Squarespace
- Researching, writing, editing, designing, and uploading educational materials and videos to the BKC website, including original content
- Analyzing website and Instagram analytics to measure growth, including maximizing the website's SEO through self-taught methods
- Managing a team of two to three people to research, design, and execute content for Instagram.
- Working with the social media manager to grow Instagram followers to nearly 1,000 over the course of a year
- Leveraging Instagram to build relationships with non-profit organizations and community groups, some with over 50K followers
- Designing and executing social media content, promotional materials, and merchandise using Canva and Adobe Suite