

STARR GEORGE

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OBJECTIVE

Creative communications professional with a proven track record in content strategy, digital storytelling, and audience engagement and skilled in leading cross-functional teams to develop content that drives growth and brand awareness as a communications coordinator.

EDUCATION

01/2021-11/2024

Bachelor of Arts in Communications | Waldorf University, Forest City, IA
Concentration: Journalism, Public Relations, Digital Media and Photography
GPA: 3.01; Pillars Program: Full tuition scholarship recipient

WORK EXPERIENCE

11/2024-Present

Content Director | Freelance, Remote

Designed and executed multi-channel content strategies that increased engagement. Managed a consistent brand voice and timely delivery across social platforms. Conducted SEO audits and keyword research to optimize website traffic. Partnered with churches and service teams to create content aligned with brand goals.

08/2021-11/2024

Resident Assistant | Residence Life, Waldorf University, Forest City, IA

Student leader in a residence hall of over 500 students. Organize campus-wide programs and events that promote and encourage creativity, cultural recognition, and community building. Actively solving matters with students while maintaining a positive attitude and continuously being the student's support system.

08/2019-11/2020

Senior News Anchor | The Barbuda Channel | Codrington Village, Barbuda

Scripted, edited, and delivered daily news segments, enhancing public understanding of local and regional issues. Collaborated with producers and reporters to ensure accuracy, tone, and engagement in all broadcast content. Built trust with diverse audiences through consistent, clear, and compelling storytelling

LEADERSHIP AND VOLUNTEER EXPERIENCE

08/2021-11/2024

Club Public Relations Officer | World Student Association, Waldorf University, IA

Responsible for the promotion and execution of the annual event Taste of the World, which displays food and cultures from across the world from the international students, which is free for the school and community.

SKILLS

Good interpersonal communication and teamwork
Bilingual English and Caribbean Patois
Event planning
Editing and Design
Social Media

SEO & Analytics
Computer Skills—Adobe Creative Suite, Canva
Pro tools, Microsoft Office, Wixsite, Wordpress,
Google Analytics, Social Media Platforms
(LinkedIn, Facebook, Twitter/X, Instagram,
TikTok)