



Paul Holston

 www.linkedin.com/in/Tru1P

Website/ePortfolio:

www.thetru1project.com

MuckRack (Published Bylines):

www.muckrack.com/tru1p

EDUCATION

Howard University - Class of 2017

Bachelor of Arts (B.A.)

Media, Journalism, & Film Communications.

Magna Cum Laude.

CERTIFICATIONS/AWARDS

Certified Lean Six Sigma Green Belt

Six Sigma Global Institute, Oct. 2020

Certification ID: 24389358

URL: accreditable.com/24389358

Diversity & Inclusion Yellow Belt Certified

Six Sigma Global Institute, Sept. 2020

Certification ID: 23674327

URL: accreditable.com/23674327

Advanced Certification, EGUMPP

English Grammar Usage Mechanics

Punctuation Program, Apr. 2015

Certification ID: 10115-XTRGH

Warrior Leader Course

(Leadership Development)

United States Army Non-Commissioned

Officer Academy, Aug. 2012

Basic Public Affairs Specialist

- Writers Course

Department of Defense Information

School, May 2009 – Aug. 2009

14 Military Decorations

United States Army, 2009 - 2014

AFFILIATIONS

Phi Beta Sigma Fraternity, Inc.

United States Army Disabled Veteran

Communications Professional

SUMMARY: A storyteller, former multimedia journalist, and combat military veteran with proficient experience in digital marketing, community management, social media management, public affairs, and multimedia content creating.

SKILLS: *Public Relations, Community Relations, Social Media (LinkedIn, Instagram, Twitter, Facebook, Discord, YouTube, Hootsuite, Sprout Social, Trello, TweetDeck, Spiketrapp), Multimedia Journalism, WordPress, Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign, Illustrator)*

PROFESSIONAL EXPERIENCE

Aug. 2023 – Present **Communications/Marketing Consultant**
Freelance

Focusing on the following target locations (in addition to Remote):

Charleston, South Carolina; Columbia, South Carolina; Charlotte, North Carolina

Feb. 2023 – Aug. 2023 **Career Break - Health & Well Being**

Dec. 2021 – Jan. 2023 **Pro Football Retired Players Association**
Communications Manager

Oversaw the Association's external communications to preserve legacy of retired NFL players. Developed two comprehensive, year-long strategic communication plans for the Association and its esports brand, Gridiron Gaming, that includes objective, strategies, and a calendar of planning and implementation. Solely produced social media calendar, managed editorial copy, and created graphic assets for both PFRPA and Gridiron Gaming social media platforms (Facebook, Instagram, Twitter). Successfully earned over 10 published national media stories for PFRPA through effective story pitching, media relationship building, and facilitating media inquiries to coordinate interviews with PFRPA board members and NFL Hall of Famers for published articles.

Jan. 2021 – Dec. 2021 **PRO Unlimited at Electronic Arts (EA)**
Community Manager, EA Play

Led the social media communication strategy for Electronic Arts' EA Play membership service.

Partnered with internal and external teams to create, execute, and report on social content; organically increased EA Play's social presence across Twitter (40M impressions, 2.7M profile visits, 40K follower growth), Instagram (brand new with 17K follower growth), and Facebook (5K follower growth and 2.5M page reach). Engaged with community and players in transparent and purposeful communications through EA Play's social channels, while providing feedback to the development team and ensuring global alignment across all subscription partners.

July 2018 – Dec. 2020 **University of the District of Columbia**
Communications Specialist

Solely responsible for managing key-decision communication initiatives for three divisions of the University of the District of Columbia - Community College. Reported to the Office of the President and became a key member of the university-wide communications team. Maintained the community college website. Created first-ever, quarterly Community College newsletter that covered program and activity updates, event highlights, and other written/graphic information as required.

Mar. 2019 – Oct. 2020 **The Cookout (Gaming Community Organization)**
Administrator / Public Relations and Marketing Lead

Volunteered to manage social media and digital marketing efforts for diversity and inclusion-focused gaming community. Helped build relationships with other video game organizations, companies, and external partners. Served as lead administrator assisting community manager in monitoring over 650+ Discord members in regards to integrity and community ethics, based on organization's values and guidelines.

Feb. 2017 – Dec. 2017 **ESPN's Andscape (Formerly The Undeclared)**
Rhoden Fellow

Produced national daily, weekly and monthly multimedia stories for ESPN's The Undeclared, focusing on sports, race, culture, historically black colleges and universities. Served as an on-campus correspondent at Howard University. Selected as 1 of 6 a part of the inaugural class of Rhoden Fellows, endowed by retired *New York Times* sports journalist. Co-host of ESPN podcast: HBCU 468.

May 2016 – Aug. 2016 **The Associated Press**
Global News Intern

Served as a Global General Assignment News Intern for the Washington, D.C. bureau of The Associated Press. Published 90+ photos, more than five articles, and one video on AP's national wire. Selected as 1 of 20 from around the world in highly competitive internship to report across multiple platforms, contributing to AP's text, video, photo and interactive reporting.

Feb. 2009 – June 2014 **United States Army**
Public Affairs Specialist Non-Commissioned Officer

Served as a primary reporter and photojournalist for the U.S. Army in executive-level public affairs offices; telling the Army story in relation to over 500,000 active duty soldiers. Raised national and international public awareness through substantial public relation tasks with both community-based and media organizations in the U.S., South Korea, and Iraq. Maintained social media sites for assigned units, covered 300+ U.S. Army stories, and provided multimedia command information products. Served as primary web administrator and supervised 100+ content managers for Fort Bragg's website.