

MAHOGANY SIMMONS

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EDUCATION

West Virginia University

M.S Integrated Marketing Communications, Concentration in Creative Strategy
Expected Graduation: December 2027

Bachelor of Arts

Clark Atlanta University | Atlanta, GA
Graduated: May 2026

Academic Honor: Summa Cum Laude (3.8 GPA)

WORK EXPERIENCE

WBD SINNERS Creative Workshop Participant
Warner Bros. Discovery BOLD x PepsiCo Design + Innovation
Atlanta, GA

April 2025

- Selected to participate in an exclusive, hands-on creative marketing workshop for the upcoming film SINNERS (releasing April 18).
- Collaborated with students from Clark Atlanta University, Spelman College, Morehouse College, and Georgia State University to develop innovative marketing strategies.
- Gained portfolio-building experience in entertainment marketing and campaign development.
- Networked with professionals from Warner Bros. Discovery and PepsiCo, receiving mentorship and guidance in the fields of marketing, design, and communications

Princeton REACH Program Participant — Princeton University (Summer 2025)

June 2025

- Engaged in a competitive, two-week intensive program exploring careers and disciplines within libraries, archives, and museums, gaining exposure to their role in preserving culture and sharing knowledge.
- Developed a deeper understanding of how archives connect people, stories, and ideas, while gaining hands-on experience with archival materials, collections, and research methods.
- Participated in seminars, tours, and collaborative exercises with mentors, staff, and fellow participants, gaining valuable insights into best practices for preserving and presenting historical and creative works.
- Strengthened critical thinking, research, and communication skills, gaining knowledge applicable to future work in archives, museums, marketing, and creative industries.

Founder & President, ARTchives Club — Clark Atlanta University

April 2025- May 2026

- Established and led a student organization dedicated to promoting creative expression, connecting artists, and fostering a sense of community across campus.
- Organized events, workshops, and exhibitions to showcase student artwork and build connections between students, faculty, and the local creative scene.
- Developed marketing and social media strategies to expand the club's reach and engagement within the university and beyond.

85 South Media - Graphic Design Intern

- Collaborated with creative teams to develop marketing-focused content for digital platforms and social media campaigns.
- Designed promotional assets that increased brand visibility, audience engagement, and supported campaign goals.
- Contributed creative ideas to strengthen visual storytelling, branding, and content strategy.
- Utilized Adobe Creative Suite to produce high-quality content aligned with marketing objectives.
- Gained experience in creative strategy, branding, and cross-functional collaboration.

October - December 2024

ATL Arts and Technology Camp 2023 - Research Intern

July -August 2023

- Supported the planning and execution of hands-on workshops and projects focused on strengthening understanding of design principles, digital media, and creative communication.
- Demonstrated adaptability and initiative by supporting multiple aspects of program delivery, contributing to overall event and engagement success.
- Developed and produced visual presentations and multimedia content to enhance instructional storytelling and showcase creative outcomes.
- Assisted in creating engaging materials that aligned with program goals, audience engagement, and visual communication strategy.

ACADEMIC ACHIEVEMENTS

- Achieved Dean's List honors for four consecutive years at Clark Atlanta University.
- Graduated Summa Cum Laude and participated in the Isabella T. Jenkins Honors Program.
- Selected as a Google Scholar, studying abroad in Cape Town and Johannesburg to gain global, cross-cultural experience in creativity, art, and communication.

CREATIVE & MARKETING EXPERIENCE

- Selected for the Art and Fashion Department Annual "Trends and Tours" Field Experience in New York City (Feb 9–15, 2026), engaging in industry exposure across major fashion and retail brands.
- Met and networked with professionals at leading companies including Ralph Lauren, Gap, American Eagle, Puma, Thom Browne, and Bergdorf Goodman, gaining insight into brand strategy, creative direction, and fashion marketing.
- Created a promotional painting for the Google Scholar Academy program at Clark Atlanta University.
- Completed a commissioned artwork for a Google employee through the Google Scholar Academy program.
- Illustrated the cover design for the children's book Porch Dreams and Sweet Tea.
- Featured in several Clark Atlanta University art exhibitions, presented at Mint Gallery, Black Coffee ATL, and Atlantic Station.
- Hosted and organized multiple Artchive events, contributing to increased student engagement and event marketing visibility in the arts.
- Merchandise Seller/Brand Representative for live concerts featuring music artists *Sons of Serendip* and *SALLIE*, supporting audience engagement and brand promotion.

CERTIFICATIONS & SKILLS DEVELOPMENT

- Google AI Essentials – Coursera
- Adobe Creative Suite
- Canva
- Website Designer
- Google Suite and Microsoft