



AYLA HUDSON

COMMUNICATIONS SPECIALIST

INTRODUCTION

Public relations specialist and photographer with 12 years of proven experience in public affairs, crisis communications and photojournalism. Worked with media outlets ranging from local to international for news stories and historical events.

PROFESSIONAL SKILLS

Media Relations
Public Affairs/Marketing
Social Media Development
Crisis Communications
Photojournalism/Vide
Event Planning/ Fundraising
Writing/Presentations
Microsoft Office/ Adobe

CONTACT DETAILS

Email:
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Website:
www.aylalcommunications.com/
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<https://www.linkedin.com/in/ayla-hudson-1b527b55/>

MY INTERESTS

Photography
Outdoor recreation and conservation
Education
Performance Arts

EXPERIENCE

U.S. COAST GUARD- Various locations July 2007-Present
Public Affairs Specialist

- Public Information Officer for Hurricanes Irma and Maria vessel recovery operations in U.S. Virgin Islands for a 30-day deployment. Created public information plan, press releases, media availability, and monitored social media accounts.
- Provided consultation to Atlantic Area public affairs leadership regarding hurricane after-action reports and presentations, and media embedding with international law enforcement partnerships.
- Visited local news outlets including TV, radio, and print with state and local agencies promoting safe boating and upcoming safety events.
- Conducted numerous domestic and international interviews (recorded and live) for the Deepwater Horizon oil spill, Hurricanes Harvey, Irma and Maria as well as other regional events.
- Served as Assistant Liaison for Coast Guard involvement with NCIS New Orleans.
- Manage and mentor public affairs specialist who have supported hurricane responses as assistant public information officers.
- Used social media outlets such as Facebook and blogs to reach a regional audience for Coast Guard stories.

KENT SCHOOL DISTRICT – Kent, WA Oct. 2015 – Dec. 2017
Communications Specialist

- Photographer and writer of internal and external communication materials including 30 press releases (AP style), five issues of Connected print newsletter, 70 web/social media post, 24 short video scripts, and presentations and communication plans.
- Planned and attended several public engagement events including two state governor's visits, a new school groundbreaking, and informational capital bond meetings with local government, civic and business leaders.
- Supported the development, creation, and dissemination of two passing Kent School District capital bond and levy proposals through mail brochures, print materials, video, community events, and web/social media.
- Media spokesperson and escort for various stories including high school vandalism, and free summer lunch programs.



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EXPERIENCE (cont.)

Managed three annual United Way campaigns for 42 schools-raising approximately \$100,000.

- Trained and mentored two communications interns in media and community relations and photography.

PICTURE PEOPLE- Tukwila, WA 2015
Assistant Manager

- Managed the opening and closing of the studio including closing the registers, employee reports and security protocols.
- Scheduled, photographed, edited and sold family and child portraits according to company standards.
- Created individualized specialty products such as large frames and holiday cards for special occasions increasing sale figures.

VETERANS CURATION PROGRAM – St. Louis, MO 2014
Lab Technician

- Produced museum and publication-level photography of archaeological artifacts for a future national database.
- Enhanced historic documents for database and digital archiving of film, slides,
- negatives, and documents, as well as digital images for Army Corps of Engineers.
- Conducted tours and provided information during an open house and school visit events.

ACADEMIC BACKGROUND

WASHINGTON STATE UNIVERSITY

MA in Strategic Communications (2020)

WASHINGTON UNIVERSITY OF ST. LOUIS

Secondary English Teaching Certificate (2015)

UNIVERSITY OF SOUTHERN MAINE

B.A. in English Literature (2012)