

DAVID BENJAMIN GARLAND

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EDUCATION

University of North Carolina at Chapel Hill | Hussman School of Journalism and Media – Chapel Hill, NC May 2027

Bachelor of Arts, Media and Journalism — Advertising and Public Relations; Minor in Philosophy, Politics, and Economics (PPE)

- Morehead-Cain Scholar and Honors Carolina student
- 3.74 GPA; Dean's List Spring '24, Fall '24, Spring '25

Gonzaga College High School – Washington, DC August 2019 - May 2023

- Student Body President 2022-2023, three year Class Representative

EXPERIENCE

Kearney – New York, NY October 2025 - Present

Incoming Summer Business Analyst

- Joining a project team for 10 weeks to conduct research and draft recommendations for clients of the New York office

FCB New York – New York, NY June 2025 - August 2025

Copywriting Intern

- Wrote scripts, taglines, headlines, manifestos, etc. based on client needs for a wide variety of accounts including Cheez-It, PepsiCo, Michelob ULTRA, New Era, and the FDA (The Real Cost campaign)
- Iterated on final pitch presentations to incorporate manager and client feedback ensuring satisfactory deliverables to clients
- Used various AI tools to generate detailed storyboards and create AI agents for audience simulations and digital focus groups

Nashville Area Chamber of Commerce – Nashville, TN May 2024 - July 2024

Summer Research Associate

- Conducted 40+ stakeholder interviews and synthesized qualitative and quantitative data to analyze the impact of Nashville's rising cost of living on the creative class
- Conducted policy research and studied comparable US cities to develop strategic and feasible recommendations for real estate, government, and Chamber leaders to slow the rising cost of living and expand affordable housing options
- Co-authored a 27-page report of our team's findings and presented a 20 slide summary of possible solutions to a hand-picked audience of real-estate developers, Chamber members, non-profit leaders, and policymakers

Nepenthe Gallery – Alexandria, VA March 2022 - Present

Advertising and Branding Assistant, Gallery Assistant

- Conducted research to develop advertising strategies that have contributed to \$500,000+ in annual revenue across multiple locations using online, print, and email channels
- Designed and launched merchandise campaigns resulting in over 100 unit sales to increase brand engagement and awareness
- Provide a tailored experience to customers as they survey art selection and framing options by guiding them toward pieces that align with their aesthetic preferences and desired price range

National Marrow Donor Program – Chapel Hill, NC September 2025 - Present

Public Relations Consultant

- Worked alongside two other Hussman students to conduct thorough public relations and communications audits
- Applied findings to strategic public relations and communications solutions that aimed to increase monetary donations, grow NMDP's registry of potential marrow and stem cell donors, and educate students on different ways to contribute to the cause

ACTIVITIES

UNC Men's Rugby – Chapel Hill, NC September 2023 - Present

Captain, Vice President

- Built a scalable brand identity kit for current and future club leadership, including logo packages, content templates, and messaging guidelines to ensure consistent communication across all club channels
- Spearheaded a fundraising strategy that reconnected over 200 former players with the club, driving \$50,000 in revenue for the Annual Fund to support essential club functions like hotel bookings, match day meals, and travel
- Lead large-scale outreach initiatives, including email campaigns and in-person club events like alumni weekend, to promote long-term cultural and financial stability for the club

Skkolar September 2017 - Present

Musician

- Write and record original songs consistently with four full length albums and complimentary singles appearing on all major streaming platforms and 20+ unreleased songs ready to be distributed strategically
- Develop and implement multi-channel marketing campaigns for each release that have earned over 250,000 worldwide
- Built and manage an e-commerce merchandise storefront that has sold over 150 original pieces of clothing
- Selected by the Spotify Board of Editors to be featured on a premier Spotify curated playlist, *Fresh Finds: Hip-Hop*
- Joined the UNC Hip Hop Ensemble for the Spring '24 and performed original songs and collaborations to a live audience

ADDITIONAL INFORMATION

- *Technical Skills:* PowerPoint, Figma, Photoshop, Excel, Premier Pro, Logic Pro X, Midjourney, Chat GPT, Web Design
- *Additional Interests:* Playing pick-up basketball, hiking, experimenting with AI tools, rooting on the Commanders