

SUMMARY Communications professional with experience in the areas of media relations, digital communications, social media management, special event management, website content development, graphic design, and photography. **Accomplishments:** (*Media*) Secured various broadcast and print opportunities to highlight key initiatives including: a live interview for JA Entrepreneurship Summit students with WTTG Fox 5 DC, a radio campaign with iHeartMedia for KABOOM!, first feature within Architectural Digest for KABOOM!, and Epilepsy Foundation's first tv appearances during Epilepsy Awareness Month on ABC News Channel 7. (*Social Media*) Led a social media campaign that generated 25k content interactions and reached over 74k users. (*Digital Communications*) Managed a bi-monthly newsletter that reached over 40k subscribers with an average open rate of 25%. (*Other*) Directed and produced the YWCA NCA's first televised public service announcement and annual organization videos. **Industry Experience:** Nonprofit **Education:** Bachelors Degree in Business Administration; Marketing - Johnson C. Smith University - Charlotte, NC

SOFTWARE SKILLS

Cision PR and Social | MS Word 2023 | MS Excel 2023 | MS Outlook 2023 | MS Powerpoint 2023 | Adobe Photoshop CC | Adobe Indesign CC | Adobe Lightroom CC | Adobe Audition CC | Hootsuite | Sprout Social | Canva | Squarespace | Wix | Constant Contact | Airtable

PROFESSIONAL EXPERIENCE

Media Relations and PR Lead, National Association of County and City Health Officials (NACCHO) - Washington DC **August 2023 - Present**
Establish and maintain relationships with the media to enhance visibility and strengthen NACCHO's reputation as a leader and expert in public health. Collaborate with leadership and staff to promote key programs and initiatives for earned broadcast and print opportunities.

- Secured media interviews for executive leadership with prominent local and national media outlets, including National Journal, Associated Press, NPR, Politico, The Nation's Health, The New York Times, Route Fifty, and KFF Health News.
- Redesigned the official podcast logo and rebranded promotional materials for social media and NACCHO's website.
- Monitor key media alerts and provide weekly updates for the governance board, executive leadership, and staff.
- Edit a monthly podcast and press release for distribution through Cision and across social media platforms.
- Edit and distribute press releases through Cision and separate targeted emails.

Sr. Manager, Creative Marketing, Junior Achievement of Greater Washington - Washington DC **February 2022 - August 2023**
Develop and execute creative communications strategies to support key program initiatives across departments. Manage content development across all social media channels (Facebook, Twitter, Instagram, LinkedIn, and YouTube).

- Led the rebranding launch by overhauling all internal and external communications and resources.
- Secured a live interview for the JA Entrepreneurship Summit with WTTG Fox 5 DC.
- Managed a monthly external newsletter that reach over 50k subscribers.

Consultant, Media Relations, KABOOM! - Washington DC **August 2021 - Present**
Monitor and disseminate key information from national and local news relevant to the organization's mission and work. Key articles are collected and shared weekly to senior leadership and staff to support external conversations and potential partnership opportunities.

Manager, Strategic Communications, KABOOM! - Washington DC **June 2019 - August 2021**
Supported and executed strategic communications initiatives with a focus in media relations and public relations outreach. Responsible for supporting and executing strategic communications initiatives with a focus in media relations cultivation and outreach. Daily monitoring, analyzing and reporting on relevant news in the media to support external partnerships opportunities and coverage. Support community outreach team to identify key community partner stories for broader awareness with the media. Provide on-site professional photography for community build events to support visual storytelling. Design and develop content for the company-wide internal newsletter to drive employee engagement and boost morale.

- Secured media coverage with Architectural Digest, Chicago Tribune, The Hechinger Report, and iHeartMedia
- Manage interview requests and provide media preparation for key staff, senior leadership, and the CEO

Director, Marketing and Communications, Tire Industry Association - Bowie, MD **February 2017 - June 2019**
Development and implementation of all communications, marketing, and public relations strategies with a goal of increasing registration and awareness for certified training programs, special industry events, and membership. Managing editor for the association's primary industry publication that reaches over 6,000 online and direct mail subscribers. Drive online engagement by managing all social media channels with online campaigns and creative content. Insure brand consistency and delivery across all communications channels including the official website. Provide promotional marketing strategies for key signature events and participation in key awareness initiatives.

- Developed and implemented media plans to drive awareness and registration for program initiatives and special events
- Developed and managed first external newsletter that increased registration for training programs and special events
- Managed all on-site event communications and updates through the social event app Attendify

Manager, Media Relations and Program Communications, *Epilepsy Foundation - Landover, MD*

October 2015 - February 2017

Develop and spearhead communications to the media, including preparing pitches, press releases, media advisories, and other media collateral. Cultivate and manage relationships with local and national media contacts. Coordinate campaigns and communications through all phases of launch and maintenance, including reporting, analysis and optimization.

- Secured media coverage with Buzzfeed, Huffington Post, WTTG Fox 5 DC, USA Today, and WJLA ABC News Channel 7
- Arrange interview requests and provide media preparation for key staff, executives, board members, and the CEO
- Monitor daily news coverage and disseminate news summaries for internal communications

Manager, Marketing Communications, *YWCA National Capital Area - Washington DC*

August 2010 - October 2015

Conduct strategic marketing communications initiatives in support of media outreach, community outreach, general public relations functions, create and design marketing collateral and social media campaign management to bring awareness to the YWCA NCA's programs and initiatives. Managed and developed content on website. Bring awareness to key advocacy issues that align with YWCA's focus areas. Coordinate special events including annual fundraiser luncheon and program events. Served as Marketing Communications Coordinator from 2010-2011.

- Garnered live media coverage with ABC WJLA News Channel 8 and WTTG Fox 5 DC News
- Wrote and produced yearly program video and three public service announcements
- Developed press releases that led to features and radio appearances within The Washington Post, ABC News Channel 7, Express Paper, Afro-American Newspaper, Empower Magazine, DC Health Examiner and The Steve Harvey Morning Show