

**SUMMARY OF EXPERIENCE & EXPERTISE**

- Seasoned, award-winning communications executive and organizational strategist with 20+ years of experience managing organizational brands, and strategic, crisis, and risk communications.
- Accomplished at creating high-impact, groundbreaking global communications, and marketing strategies in complex, challenging environments in academic, nonprofit, corporate, and government sectors, including The White House, Congress, federal agencies, mayoral offices, and corporate public relations firms.
- Strong writing and editing skills; and extensive media relations, social media, and media analytics experience.
- Communications expertise: higher education; STEM; health/healthcare; mental health; finance/financial literacy; public safety; environment; racial and social justice; diversity, equity, and inclusion; and historic preservation.

*Communications Management  
Strategic Communications Plans  
Public Affairs & Media Relations  
Brand Marketing & Publications*

*Digital/Social Media Management  
Legislative/Policy Communications  
Research Communications  
Stakeholder Engagement*

*Executive Leadership Positioning  
Crisis, Risk & Change Management  
Conferences and Events  
National Campaigns*

**EMPLOYMENT HISTORY**

**SPELMAN COLLEGE**

**Atlanta, GA**

**Vice President, Strategic Communications and Marketing**

**3/22 – present**

Senior Leadership Team member and spokesperson, responsible for leading the Division of Strategic Communications and Marketing team, executive and campus-wide internal and external communications, crisis communications, integrated/comprehensive strategic communications, and brand marketing strategies to advance the College’s reputation, mission, and strategic priorities and to position the institution as a leader in the liberal arts landscape. Provide communications counsel to the president, provost, senior leadership team, faculty, Board of Trustees, campus partners and key stakeholders. Lead strategic messaging, branding, and marketing, media relations, social media, digital and website content management, and stakeholder and crisis communications. **Accomplishments highlights.** Expanded and elevated the communications function, brand exposure, media placements, and social media engagement. Secured national media interviews over one year with *The News Hour, Forbes, New York Times, The Washington Post, ESPN, ABC network, and Atlanta Journal Constitution*. Developed the brand assets for the inauguration of Spelman’s 11<sup>th</sup> president. Rolled out a new brand refresh and developed a new campus-wide strategic communications plan. Re-inaugurated and rebranded the College’s monthly *Inside Spelman* magazine.

**POPULATION ACTION INTERNATIONAL (PAI)**

**Washington, DC**

**Vice President, Strategic Positioning and Alignment**

**7/21 – 2/22**

Led organizational decisions and daily operations. Executive Team member, senior adviser to the President/CEO, and thought leader. Collaborated with Executive Team colleagues and all departments to build collaboration and alignment across business goals, business strategies and growth, fundraising and internal and external priorities. Managed Board relations. Served as spokesperson to external stakeholders and media. Supervised Communications and IT Department Directors. **Accomplishments highlights.** Led organizational strategic plan development and implementation and re-organized and res-staffed the Communication Office.

**CITY OF ATLANTA, OFFICE OF THE MAYOR & WATERSHED MANAGEMENT Atlanta, GA**

**Chief Communications Strategist | Communications & Community Relations Director 1/20 - 7/21**

One-year mayoral appointment to lead strategic communications, media relations, crisis communications, marketing, and social media strategies for Atlanta Mayor Keisha Lance Bottoms and Cabinet members. Previously led the City’s Department of Watershed Management’s Office of Communications and Community Relations. Supervised and mentored communications, multimedia, and community liaison staff. Led development of

communications plans, press releases, speeches, and policy/legislative and legal communications. Liaised with community, media, and other departments to amplify strategic priorities.

**Accomplishments highlights:** Managed press conferences and local, national, and international media coverage of the Mayor and Administration officials. Devised the Administration's crisis communication strategies in response to COVID-19 (re-opening of the City and the COVID Mask Campaign, and racial/social justice demonstrations). Developed strategic plans, partnerships, and press events to socialize the mayor's policy and legislative priorities, campaign commitments and key accomplishments. Successfully led the city-wide communications campaign to reauthorize Atlanta's Municipal Option Sales Tax Referendum during the 2020 Election cycle, generating \$125 million + annually for water infrastructure improvements.

**DC GOVERNMENT/DC CHILD AND FAMILY SERVICES AGENCY  
Communications Director**

**Washington, DC  
10/18 – 12/19**

Managed communications team and served as the senior communications advisor to the agency director; led all aspects of public affairs, strategic communications, social media, media relations, executive and internal communications, and stakeholder engagement. Member of the Leadership Team and communications liaison to the Mayor Bowser's Communications Office. **Accomplishments highlights:** Rebranded agency Director's all-staff monthly messages. Rolled out agency's year-end scorecard and year-ahead strategic messaging. Wrote testimony for 2019 City Council Oversight and Budget hearings. Led the District's 2018 National Adoption Day events and ceremony with DC Mayor Muriel Bowser. Led city-wide campaign observance of National Foster Care Month 2019 (May). Developed agency FY 2019-2020 Strategic Communications Plan.

**BLACK WOMEN'S HEALTH IMPERATIVE  
Chief of Staff/Senior Communications Strategist**

**Washington, DC  
10/17 – 10/18**

Senior advisor to the President/CEO and Board of Directors; led staff and management operations, planned initiatives and campaigns to advance women's health policies (preventive health, chronic disease management and reproductive health). Led development and implementation of strategic plans and goals and managed projects, budgets, program plans, grants, agreements, and memorandums of understanding. **Accomplishments highlights:** led partnership engagement and stakeholder outreach including health coalition meetings and congressional briefings and meetings. Developed year-long 35<sup>th</sup> Anniversary marketing and fundraising campaign. Managed Board relations. Led strategic communications, media relations, social media engagement.

**U.S. DEPT. OF HEALTH AND HUMAN SERVICES (HHS)  
Food and Drug Administration, Office of Regulatory Affairs  
Director of Communications**

**Rockville, MD  
11/16 – 10/17**

Supervised and led the Division of Communications, a combined team of more than 50 strategic communications, public affairs, web/digital media, and government/external affairs professional staff. Responsible for establishing best practices in communications functions across the organization and providing senior communications counsel to the Associate Commissioner, Executive Leadership and Senior Management Teams. **Accomplishments highlights:** Managed large-scale projects and strategy development. Directed comprehensive/integrated internal and external communications (communications plans, speeches, talking points, media relations, social media, and stakeholder engagement) to support the FDA Office of Regulatory Affairs (ORA) mission of protecting public health by ensuring all food and medical products are safe and effective. Led strategic communications planning to announce ORA's organizational restructuring of 5,000 employees and developed the agency's first formal internal and external communications operations plan.

**Office of the HHS Secretary, Office of Minority Health  
Director of Communications**

**02/14 – 11/16**

Principal senior communications advisor to the HHS Deputy Assistant Secretary for Minority Health and HHS senior leadership. Led and supervised the Division of Information and Education (Communications) and the Office of Minority Health Resource Center contract staff. Supervised, hired, and trained staff. Led strategic communications planning, speechwriting, website redesign and content management, and implementation of national communications health education, awareness and prevention campaigns and

related materials. Managed all broadcast/print/social media and digital media (web & mobile apps) outreach and stakeholder engagement. Developed briefings and reports for HHS leadership and Congress. Served on grants management teams. **Accomplishments highlights:** Restructured the Communications Division. Led annual strategic planning sessions. Led national health education and multi-media campaigns on health and education equity, men's health, flu vaccination, National Minority Health Month, and healthcare reform. Wrote, edited, and approved speeches for senior officials. Supported public health responses to the opioid crisis, Flint (MI) water crises, the Ebola and Zika virus outbreaks, and youth violence. Developed strategic plans to provide technical assistance and capacity building programs for minority-serving institutions of higher education. Received 2015 HHS Departmental incentive award and annual performance awards (2014-16) for leading and influencing change in health behaviors.

**NATIONAL PARK FOUNDATION**

**Washington, DC**

**Executive Director, African American Experience Fund**

**12/10 – 2/14**

Managed a national heritage program in partnership with the National Park Service (NPS). Managed esteemed Board of Trustees (including Ernie Green of the Little Rock Nine), strategic planning, communications/marketing, development/fundraising, fiscal affairs, program management, event planning, constituent and donor relations, government relations and grants. Served as a technical advisor to White House officials (Obama Administration) on the preservation of national historic sites and landmarks. **Accomplishments highlights:** Re-branded the program and served as the Fund spokesperson to media, donors, and Congressional and White House staff. Managed the Board of Trustees and increased donor contributions raising more than \$300,000 annually. Coordinated efforts with NPS, White House and Congress to designate eight new heritage sites as national parks, including the Colonel Charles Young Buffalo Soldiers National Historic Site (Ohio). Established a college internship program to increase career opportunities for students.

**FENTON COMMUNICATIONS**

**Washington, DC**

**Senior Vice President**

**1/10 – 11/10**

Senior management team member. Supervised accounts and account teams. Developed new business proposals and led communications/public affairs strategies for clients. **Accomplishments highlights:** Managed accounts and account teams for Healthcare, African American, education, nonprofit and environmental practices. Accounts included: NAACP, Joint Center for Political and Economic Studies, BET Network Foundation's Women's Health Forums, *Women's Voices*, *Women's Vote*, the national Alliance for Quality Education, *Excelencia* in [Higher] Education and the National Committee for Responsive Philanthropy (Education).

**DISTRICT ATTORNEY'S OFFICE/CHATHAM COUNTY**

**Savannah, GA**

**Public Information Officer/Executive Leadership Staff**

**3/09 – 12/09**

Served on the senior management team and as the communications spokesperson for the District Attorney's (DA) Office to media, public safety agencies, community groups and other external organizations.

**Accomplishments highlights:** Created the DA's Office first-ever Public Affairs Office. Developed a communications strategic plan and protocols, conducted in-house media training for District Attorneys, developed internal communications processes, marketing materials (brochures) and the initial design for the first Office website. Served as the community relations liaison to public safety agencies and community groups.

**WALKER MARCHANT GROUP**

**Washington, DC**

**Vice President**

**1/08 – 11/08**

Provided strategic counsel and communications support to increase corporate visibility, brand awareness and market share for local, national, and multinational corporations and organizations. **Accomplishment highlights:** Led accounts teams in developing and implementing corporate communications, litigation communications, media relations, social marketing, community relations and opinion leader outreach plans and campaigns.

**AMERICAN PSYCHIATRIC ASSOCIATION****Arlington, VA****Director of Communications & Public Affairs****6/04 – 12/07**

Served as the communications spokesperson for the nation's oldest medical specialty society representing psychiatric physicians nationally and internationally. Senior communications advisor to the Board of Trustees, Medical Director, and senior staff. Supervised division staff. Managed \$1.6 million budget and all communications planning (branding/consumer awareness campaigns, media relations, membership renewal campaigns, advocacy communications, website content management, internal communications, annual reports, consumer brochures, and newsletters). Conducted media training workshops for senior officials and members. **Accomplishments highlights:** Expanded the Association's communications/public affairs programs and media presence; led annual communications strategic planning, the organization's rebranding campaign; media planning for national conferences and national media campaigns for Mental Health Awareness Month. Created and launched a new public information award winning campaign (*Healthy Minds*), including the first consumer education/awareness Web site ([www.HealthyMinds.org](http://www.HealthyMinds.org)).

**NATIONAL FOUNDATION FOR CREDIT COUNSELING****Silver Spring, MD****Senior Vice President, Marketing and Communications****8/01 – 5/04**

Senior staff member and chief communications strategist and spokesperson for the nation's oldest, largest, and leading nonprofit credit counseling organization, (CCCS agencies). Served as the senior communications advisor to the Board of Trustees. Managed communications office and led all aspects of national communications and marketing including media relations, speechwriting, newsletters, marketing, advertising, and community relations. **Accomplishments highlights:** Developed new communications division and strategic plan. Led a national rebranding campaign (*Know the Difference in Credit Counseling*) and other consumer financial education campaigns and congressional outreach. Led media training and technical assistance workshops for agency leadership and staff. Increased national media placements. Initiated outreach to Congress on industry predatory practices that led to U. S. House & Senate hearings and industry reform.

**DISTRICT OF COLUMBIA GOVERNMENT****Washington, DC****Director, Executive Office of the Mayor/Office of Communications****2/00 - 5/01**

Senior media spokesperson, executive staff member and strategic communications advisor to former Washington, DC Mayor Anthony A. Williams. Strategic planner and manager of all executive branch public relations and communications activities. Managed departmental budget and staff (speechwriters, media managers and photographer). Provided media training to agency directors and communications staff. **Accomplishments highlights:** Developed and implemented communications strategies and campaigns for: Healthcare Reform, Department of Motor Vehicle reform, Budget Address, Mayor's State of the District Address, DC Presidential Inaugural planning, 2012 Olympics Bid, DC International Monetary Fund/Bank Board Meeting protests, testimony for Congressional and City Council hearings, mayoral media coverage at the 2000 Democratic National Convention and 2000 Republican National Convention on DC Voting Rights.

**UNITED STATES TREASURY DEPARTMENT****Washington, DC****Director, Office of Public Affairs (*Presidential Appointment*)****10/98 – 2/00**

Senior communications advisor to former U.S. Treasury Secretaries Robert Rubin and Lawrence Summers, former Deputy Secretary Stuart Eizenstat, Under Secretary for Law Enforcement James Johnson, Assistant Secretary of Public Affairs, and other senior Treasury Department officials. Served as a spokesperson to local, national, and international media. Managed local, national, and international media; led senior staff briefings; and Congressional testimony. Led planning and implementing of strategic communications plans for the Treasury bureaus. Managed daily operations of the Communications Office and staff (11 direct reports and 13 agency reports). **Accomplishments highlights:** Wrote new media/press room operations manual and protocols, speeches and talking points. Traveled internationally and domestically and managed national and foreign press coverage of the U.S. Delegation negotiations for the Jewish Holocaust Survivors International Claims Lawsuit and other initiatives (e.g., G-7/G-8 International Monetary Fund Meetings, World Trade Organization Meeting - Seattle, WA).

**THE WHITE HOUSE**

Washington, DC Press

Secretary, Executive Office of the President/President's Initiative on Race

10/97 – 10/98

**(One-year Presidential Detail Appointment)**

Spokesperson for the One America in the 21<sup>st</sup> Century: President's Initiative on Race, a one-year project led by President Bill Clinton to examine and discuss diversity and racial reconciliation issues for the nation, led by acclaimed (*late*) historian John Hope Franklin. Media advisor to White House officials, Advisory Board Members, and senior staff of the Initiative. Prepared briefing materials and media reports to inform the President and White House staff of daily news issues. Wrote speeches, press releases, talking points, fact sheets and briefing papers. Arranged editorial board meetings, media interviews and press conferences. Managed stakeholder engagement and media relations with national and local groups and media on education, health, housing, and labor issues. **Accomplishments highlights:** Led national and local press for the Initiative. Developed and implemented communications plans for eight policy events across the nation with Executive Branch Cabinet Members and a live 2-hour broadcast event on *ESPN* on "Race and Sports" with President Clinton.

**UNITED STATES HOUSE OF REPRESENTATIVES**

Washington, DC

Press Secretary and Legislative Assistant

01/95 – 09/97

**Pennsylvania 2<sup>nd</sup> Congressional District Office**

Communications lead, media spokesperson and legislative assistant. Managed all communications activity for former Congressman Chaka Fattah. Led all strategic communications plans and events to publicize legislative priorities including the *GEAR-UP* legislation to support higher education. Led all DC-based stakeholder engagement. **Accomplishments highlights:** Developed branding materials (press kits, District newsletter, stationery, and website); wrote results-driven press releases, speeches and commentaries. Secured feature cover story in *Black Issues in Higher Education*. Developed communications materials to support legislation on education, national security, and urban city issues. Co-authored the first congressional legislation recognizing June as national "Black Music Month."

**THE CHILDREN'S HOSPITAL OF PHILADELPHIA**

Philadelphia, PA

**Special Projects and Community Relations Manager, Public Relations Department** 11/91 – 12/94

Served as media spokesperson and managed daily media relations. Managed and trained staff. Developed and implemented strategic communications plans and events (community events, physician reunions, internal and human resources, conferences) to promote and market the Hospital's goals and objectives to help increase the international, national, and regional customer base and development/fundraising initiatives. **Accomplishments highlights:** Served on the media rapid response team. Planned hospital's participation in the Children's Miracle Network Telethon live broadcast, Physician Reunion and Continuing Medical Education Conferences, donor events, and live radio broadcasts. Wrote speeches and talking points. Coordinated celebrity relations and patient engagement with Philadelphia 76ers, Philadelphia Eagles, (*late*) Muhammad Ali, among others.

**WTNH-TV 8 (ABC AFFILIATE)**

New Haven, CT

**Special Projects Producer, Public Affairs Department**

09/90 – 10/91

Served as the lead producer for prime-time specials and public affairs programming. **Accomplishments highlights:** Wrote scripts and produced prime-time field documentaries and public affairs shows with leading news anchors, co-produced (studio and field) live telethons: Children's Miracle Network, United Negro College Fund, Easter Seals, and the Leukemia Society, and served as a community relations liaison.

**WCAU-TV 10 (Former CBS O & O)**

Philadelphia, PA

**Producer & Station Services Manager, Programming & Public Affairs Departments** 06/84 – 09/90

Served as production coordinator and associate producer and promoted to producer for a variety of half-hour and hour-long news-public affairs and magazine shows, prime-time specials, and public service announcements (PSA's). **Accomplishments highlights:** rebranded, wrote scripts and produced the lead Sunday morning talk Show "Horizons." Produced and scheduled public service announcements. Managed the

adopt-a-school program, internship program and the speakers' bureau. Served as the community liaison for special events.

### **EDUCATION & TRAINING**

**American University, Graduate School of Communications** **Washington, DC**  
Master of Arts, Communications (Broadcast Journalism and Public Affairs)

**Temple University, School of Communications and Theater** **Philadelphia, PA**  
Bachelor of Arts, Communications (Radio/TV/Film)

### **CERTIFICATE PROGRAMS**

Federal Contracting Officers Representative Training, Washington, DC, 2016  
Leadership in Action Management Training Program, The Children's Hospital of Philadelphia, 1994  
Successful Managerial Skills for Managers, American Management Association, 1994  
Leadership Institute, Urban League of Philadelphia, 1993  
Corporate Community Relations Management Program, Boston College, 1992

### **TEACHING EXPERIENCE**

Phoenix University, Instructor, Undergraduate Marketing Course, Savannah, GA Campus, 2009

### **AFFILIATIONS**

*Member*, Public Relations Society of America  
*Member*, National Association of Black Journalists  
*President*, Westlake High School; Parent, Teacher, Student, Association (PTSA), Atlanta, GA  
*Former Board Member*, The Mary Elizabeth House, Washington, DC  
*Former Board Member*, The Scholarship Academy, Atlanta, GA

### **SPEAKING ENGAGEMENTS**

*Host Committee & Speaker*, EMERGE (2024) Women's Empowerment Conference, National Harbor, MD  
*Host Committee Member & Speaker*, (2023) Communicators Network Conference, Atlanta, GA  
*Speaker*, (2020, 2021, 2022) The PWorld International Crisis Communications Bootcamps (Virtual & Atlanta, GA)