

DERON SNYDER

PERSONAL DETAILS

Name:	Deron Keith Snyder
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PERSONAL PROFILE

Deron Snyder, a principal of BlackDoor Ventures, Inc., is a seasoned communicator with award-winning experience in journalism, public relations and community affairs, and a passion for news, education, politics, business and sports. He excels at copy writing, editing, social media, editorial management and event planning, delivering impactful results for businesses, nonprofits and universities, including The Grio, ESPN, Juniata College, Atrium Health and the Port of Baltimore. He possesses superior skills in storytelling, strategic communications and media relations, with experience as a communications director and spokesperson in electoral campaigns. His background includes significant reporting, interviewing, research and digital experience.

EDUCATION

Troy University Aug 2018 - Jul 2019
Location: Troy, AL
Master's Degree (4.0 GPA) in Strategic Communication

Howard University Aug 1982 - Dec 1985
Location: Washington, DC
Bachelor's Degree in Journalism (minor: English)

EMPLOYMENT HISTORY

Professor Aug 2024 - Present
Howard University
Plan, prepare and conduct courses in the Cathy Hughes School of Communications, including Fundamentals of Journalism, Interactive Editing and Sports Reporting, among others.

PR/Strategic Communication Consultant May 2008 - Present
BlackDoor Ventures, Inc.
☑ Serve as a principal in firm that provides public/media/community relations and event planning for businesses, nonprofits, and institutions, Provide comprehensive range of editorial services, with clients that include George Washington University, USA Today, National Association of Social Workers, Andscape, FanBuzz, Dartmouth and SRB Communications, among others

Adjunct Professor

Jan 2020 - Jul 2024

Trinity Washington University

Planned, prepared and conducted courses in the School of Professional Studies, including Introduction to Mass Communications and Multicultural Media History.

Director of Communications

Aug 2020 - Aug 2021

Duke Ellington School of the Arts

Served in a leadership role for arguably the nation's preeminent arts high school, developing and managing communication strategy and producing content. Cultivated and enhanced relationships with stakeholders, including families, officials, grantees, foundations, and residents. Developed and maintained relationships with media outlets, managing media relations and community engagement.

Strategic Communications Manager

Sep 2019 - Aug 2020

Duke Ellington School of the Arts

Developed and managed communication strategy and produced editorial content.

Community Relations Manager

Jul 2018 - Feb 2019

The Training Source, Inc.

Developed and maintained relationships with residents, businesses and government officials to keep them abreast of the organization's features, benefits and services. Created and implemented outreach campaigns to educate the target audience and stakeholders about our resources in workforce training, social services and youth leadership development.

Columnist

Mar 2011 - Dec 2019

The Washington Times

Researched and wrote award-winning sports column on national and local issues, generating and executing ideas to produce compelling and provocative copy. Interacted with high-level executives and government officials in covering local and national sports issues, including business, community engagement, facilities, education, etc. Appeared as guest on various radio and TV shows, locally and nationally, including ESPN, Comcast SportsNet, ESPN 980-AM and 106.7 The Fan.

Communications Director

May 2017 - Jun 2018

Mike Lyles for State's Attorney

Formulated strategic message for electoral campaigns in Prince George's County (Md.). Managed media/public relations and served as spokesperson. Wrote copy for press releases, talking points, collaterals and website. Planned campaign events and managed social media.

Senior Communications Specialist

Apr 2013 - Jul 2018

FBC Glenarden

Developed and executed communication strategy for media, advertising and partnership outreach approaches. Wrote communications, media and Web content in support of clients. Earned media coverage for high-profile events that attracted Prince George's County Executive Rushern Baker, State's Attorney Angela Alsobrooks and other local and state officials.

Interim Director of Marketing & PR

Mar 2015 - Apr 2016

FBC Glenarden

Functioned as chief communications strategist for one of Maryland's largest faith-based organizations, with more than 20,000 members, 250 employees and a \$30 million annual budget. Developed and executed comprehensive communication plans for public relations, media relations, community relations, social media, digital content and collateral materials. Served as media spokesperson and liaison, advising the CEO, COO and senior management team on crisis communications, critical issues and high-profile events.

Communications Director

May 2010 - Sep 2010

Arthur Turner for County Council

Formulated strategic message for electoral campaigns in Prince George's County (Md.). Managed media/public relations and served as spokesperson. Wrote copy for press releases, talking points, collaterals and website. Planned campaign events and managed social media.

Editorial Writer/Op-Ed Columnist

Jan 2008 - Jul 2009

The News-Press

Served as member of the Editorial Board and played a lead role in determining the stance and tone of daily editorials on education, government, politics, criminal justice, etc. Researched and wrote daily editorials to stimulate reader interest and mold public opinion. Interviewed and interacted with newsmakers from the public and private sectors. Researched and wrote award-winning columns that were syndicated in Gannett's 85 daily newspapers, covering topics such as sports, education, business, politics, pop culture, etc. Served as guest speaker and public representative to assist with brand management.

Columnist

Jun 2000 - Dec 2007

The News-Press

Researched and wrote award-winning sports column that was syndicated in Gannett's 85 daily newspapers. Generated and executed ideas to produce compelling, provocative and informative copy. Covered Super Bowls, World Series, BCS Bowls, NCAA basketball tournaments, etc. Appeared as frequent guest on various radio and TV shows.

Staff Writer

May 1991 - Jun 2000

USA Today Baseball Weekly

Researched and wrote cover stories, columns, and news articles for national publication. Interviewed major-league players and officials across the country for exclusive stories and packages. Appeared as frequent guest on radio and TV, including ABC, HBO, CNN and MSNBC.

Staff Writer

Aug 1989 - May 1991

Press & Sun-Bulletin

Reported and wrote stories on college and high school sports, professional boxing, and horse racing, among other topics.

AWARDS

- *2019: Sports Column Writing, First place (over 40,000 circulation), Virginia Press Association
- *2018: Sports Column Writing, Third place (over 40K circulation), Virginia Press Association
- *2011: Sports Column Writing, First place (over 70K), Virginia Press Association
- *2008: Serious Column Writing, First place (under 100K), SPJ/North Central Florida Chapter
- *2008: Sports Column Writing, First place (under 100K), SPJ/North Central Florida Chapter
- *2006: Column Writing, Second place (50K-175K), Florida Sports Writers Association
- *2006: Best Local Columnist, Runner-up, The News-Press Readers' Choice Poll
- *2005: Breaking News, Third place (40K-100K), Associated Press Sports Editors
- *2005: Sports Column Writing, Third place, (over 90K), Florida Press Club
- *2005: Best Local Columnist, Runner-up, The News-Press Readers' Choice Poll
- *2004: Deadline Sports Reporting, Second place (over 50K), SPJ/South Florida Chapter
- *2004: Sports Column Writing, Second place (over 90K), Florida Press Club
- *2002: Commentary, Honorable Mention (over 50K), SPJ/South Florida Chapter

MEMBERSHIPS

National Association of Black Journalists

National Press Club

Public Relations Society of America

Society of Professional Journalists

Alpha Phi Alpha Fraternity, Inc.

INTERESTS

Reading, writing, music, news, education, politics, business, sports and family.