

PR & Communications Manager Profile

Growth-focused executive with extensive experience in marketing communication, public/media relations, content creation, customer success management, and business development within the government and private sectors.

Solid history of success in developing and implementing innovative brand, advertising, media, global digital content, and multi-channel marketing strategies/campaigns in line with business goals. Skilled in managing websites, growing brand awareness, and creating innovative SEO marketing content on digital platforms. Proven record of identifying and securing business opportunities and leading strategic marketing initiatives, channel creation and market penetration, and new product establishment/promotion. Certified bitcoin and blockchain expert with strong knowledge of cryptocurrencies and digital assets. Adept at guiding political clients to navigate FEC ruling and regulations regarding cryptocurrency political donations.

Areas of Expertise Include:

- Marketing Communication & Advertising
- Channel Development & Execution
- Digital Marketing Initiatives Execution
- Content Development & Management
- Government & Media Relations
- Campaign Planning & Organization
- Brand Development & Positioning
- Customer Acquisition & Retention
- Social Media Analytics
- Product & Service Marketing
- Team Training & Leadership
- Branding & Advertising

ACCOMPLISHMENTS

- Developed and executed best practices for course correction to meet communication requirements.
- Planned and conducted training for debates, events, press interviews, and one-on-one course correction sessions.
- Enhanced 28% total YOY revenue growth through the development and execution of new strategies and sales channels.
- Built strong communication with candidates, external vendors, and internal team members for the development of effective roadmaps and successful execution of campaigns.
- Established aggressive sales pipeline and matched new candidates with correct team members for best customer experience while increasing 5X growth of candidates in one cycle.
- Evaluated and aligned all stakeholder incentives by managing dynamic challenges across multiple time zones and countries with multi-platform communication.
- Determined business goals, launched most efficient system, and designed SOPs for successful sales pipelines, daily operations, and communication reviews.

PROFESSIONAL EXPERIENCE

Public Service Partners, Remote

2021 to Present

Director of Operations and Client Success

Provide expert-level consultancy on the planning and successful execution of campaigns across the country. Deliver strategic leadership to a team of 12 industry experts and coached them to achieve set goals. Support first-generation candidates in raising money, hiring campaign teams, and getting elected at local, state, and federal levels. Analyze client needs, such as the development of campaign roadmaps, financial/field plans, and messaging with a focus on identifying and securing voter support.

- Delivered 5X increase in total clients by streamlining service delivery and onboarding.
- Analyzed requirements and recruited a team of eight members to meet staffing needs.
- Accelerated business by growing staff by 3X within two quarters.

Warnock for U.S. Senate, Remote

2020 to 2021

Digital Organizer

Contributed to making more than one million calls per month as team to drive voter outreach.

- Delivered strategic leadership to a team of 75+ volunteers to oversee day-to-day call time operations.
- Arranged training and development programs for 30+ new volunteers daily to boost knowledge and performance.

Business Development Executive

Built and strengthened long-term professional relationships with industrial manufacturing and e-commerce clients to enhance business growth. Secured new business development opportunities by developing outreach from full website restructuring to copy-writing for cold outreach. Established and sustained sales pipelines by researching and finding new markets, including government contracts for the development of competitive bids for multiple federal, state, and local government contracts.

- Identified and added customer territories while establishing and maintaining entirely new sales pipelines.
- Boosted revenue growth by 20% year over year by building new sales pipelines.
- Designed and ensured successful launch of two new products/services that attracted new clients.

Additional Experience:**Co-Founder at Phoenix Security Labs, Atlanta, GA**

- Conducted penetration testing according to security planning needs with a focus on delivering top-quality industry experience to clients by highlighting possible weaknesses in business infrastructure before criminals.

Customer Engineer | Field Service Technician at HP, Greater Atlanta Area, GA

- Diagnosed and repaired onsite HP devices within hospital environment while resolving mechanical and network issues with HP devices to maintain properly functioning customer site.
- Fostered and maintained strategic relationships with customer leadership, field service team, HPNTS, and onsite IT department for outstanding customer experience.

Phone Banking Manager at New Georgia Project, Remote

- Registered more than 30K new voters while directing a team that made over 100K calls in 1 month

Legislative Assistant at Cornerstone Government Affairs, Location

- Coordinated Cornerstone team in tracking legislation, attending committee meetings, conducting client visits.
- Contributed to the creation of robust strategy for approaching obstacles by assessing and monitoring legislation.

Deputy Communications Director at Ceasar Mitchell

- Led and mentored entire communications team of three persons and one internee to increase operational efficiency. Conceptualized and developed candidate press packet from scratch within first 60 days.
- Designed and directed successful implementation of campaign messaging across all media platforms, such as public appearances and earned media opportunities.

Content Marketing Specialist at Hull (acquired by MessageBird), Atlanta, GA

- Created reputation for thought leadership within marketing technology community.
- Administered company message across all media platforms and optimized traffic leads to boost inbound sales.

Content Moderation at Yik Yak, Atlanta, GA

- Performed special project beta testing of photo feature on college campuses across the globe.
- Evaluated high-quality photo content published by users and assessed user interaction with specific feature on app.

Intern at Georgia State Senate Press Office, Atlanta, GA

- Managed public relations for all state senators, including speech writing, video recording, media advisories, writing press releases, columns, and media requests handling.

EDUCATION & CREDENTIALS

Bachelor Degree in Communications (Journalism/Citizen Media), 2015 | Kennesaw State University • Kennesaw, GA

Licenses & Certifications: Certified Bitcoin Expert & Certified Blockchain Expert, 2022, The Blockchain Council

Technical Proficiencies: CRM, MS Office Suite, Google Suite, Hootsuite, Social Media Analytics, WordPress, Photoshop, Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube, VoteBuilder, NGP Van, ISP, and Canva