EXECUTIVE SUMMARY

Accomplished, results driven senior strategic communications/program manager with a proven track record with corporate, non-profit, political and creative organizations. Skilled speechwriter, media relations and public affairs professional. Demonstrated ability to translate new strategic directives into successful plans that reflect the vision and mission of organizational leadership. Skilled technical writer (manuals, annual reports, blogs, web content) and effective grant writer trained in fund development principles - raised millions for nonprofits and municipalities. Capable team leader. Effective consensus builder internally and externally with public/private sector stakeholders; outstanding written and oral communications and public policy insight. Published author – *Adventures In Gideon; Voice Matters: An Anthology of Public Relations With A Conscience*. Exceptional event producer. Superior public speaking and interpersonal skills.

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| --- | --- |
| * Strategic Communications
 | * Technical Writing/Speechwriting
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| * Team Leadership
 | * Public Policy Development
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| * Program Management
 | * Event Production & Logistics
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| * Grant Writing/Fund Development
 | * Community Relations
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EXPERIENCE

**Fannie Mae Washington, DC 2016- 2020**

**Executive Communications Lead / Office of the Chief Operating Officer - Operations Organization**

* Lead the creation, development, and execution of all Operations communications (DC, Herndon, Dallas) under the umbrella of the Office of the EVP for Operations. Singularly responsible for content, messaging, platform usage and publication on behalf of Operations leadership and subject matter experts. Assure that all Operations communications align with corporate objectives and themes and yield measurable results.
* Responsible for all Operations engagement activities (in-person and virtually) and all areas of event management: messaging, content, speakers, logistics, scheduling, menu, themes, shwag. From Officer-Director meetings and organizational town halls, to webcasts and vlogs.
* Successfully managed a staff engagement program that produced new org leadership, increased staff engagement and deepened the relationship between senior leadership and rank and file staff members
* Manage all internal Ops communications that engage employees, educate and drive understanding of company priorities, and reinforce key messages.
* Collaborate with Operations leadership and key stakeholders to provide value-added expertise in developing new strategies, concepts, and deliverables.
* Engage creative services to deliver messages in high impact ways from video, to infographics, presentations and vlogs across all available communications platforms.
* Identify opportunities to improve communications based on content analysis, metrics and user feedback also work with employees utilizing wide-ranging experience to resolve any communications challenges (editing documents, grammar, brand adherence, opportunity assessment).
* Lead special projects as directed by the Chief of Staff/Director of the Business Management Office

**WORDPLAYCONSULTING Washington, D.C./Oakland, CA 2009 – Present**

 ***Principal***

*Strategic communications firm specializing in technical writing, marketing and promotional materials, organizational problem solving, grant writing/fund development, web content and event management.* **www.wordplayconsulting.com**

* **Client: Family Choice Healthcare.** **Online presence redesign and brand refresh.** We are pleased to be working again with a client whose original logo we designed 20 years ago. We have updated the logo and company website. Building out an employee portal and the websites of several of their affiliate companies.
* **Client: FM Talent Source.** **Technical Writer-Editor/Speechwriter** for U.S. Department of Commerce Minority Business Development Agency. Writing speeches and briefings for National Director and National Deputy Director as part of the Public Affairs team. Principal editor of all agency collateral (Annual Performance Report, blogs, manuals, Congressional testimony) Highlight: developed talking points for Commerce Secretary Penny Pritzker
* **Client: Youth UpRising**. **Interim Development Director.** Handled all grants reporting; developed an individual donor program and rebranded the anniversary event to make it profitable and noteworthy. Grant writer for East Oakland community planning grant for $250k public health/prevention initiative sponsored by The California Endowment. Worked to secure over $500k in grants, individual gifts and federal funding, streamline operations and institute national best practices.Rebranded cornerstone special event that raised $40k.
* **Client: The Red Door Catering.** **Marketing Director** for prominent Bay area catering company handling collateral, preferred catering list proposals, web content and special promotions. Successfully bid and accepted on exclusive catering rosters: East Bay Regional Parks, Chabot Space & Science Center, The David Brower Center
* **Client: The Burton Wire.** **Director of Communications & Publicist** for The Burton Wire (burtonwire.com)
* **Client: East Oakland Youth Development Center (EOYDC)** **Development Consultant.** Doubled donor’s gift while writing the check from $10k to $20k to support summer camp for Oakland youth.
* **Client: Debrena Jackson Gandy.** **Ghostwriter.** Successfully edited the formal book proposal of national author that was accepted with a 5-figure advance.

**CITY OF OAKLAND Oakland, California 2006 – 2008**

**Deputy Director, Office of Parks and Recreation**

*Supervised citywide programs in a network of 24 recreation centers and parks for city of 400,000 residents*

* Principle liaison to the Office of the Mayor – rebranded agency as lynchpin of the Mayor’s public safety plan
* Managed a team of seven (7) recreation supervisors responsible for youth sports, cultural arts, summer programming, fund development and eight (8) specialty event facilities
* Managed city contract relationships with the Oakland Zoo, golf courses, Feather River Camp, Oakland Unified School District, Children’s Fairyland and the City Stables
* Presented agency reports to City Council, City Administrator and Council Committees
* Prepared and presented reports to state agencies, the governor’s office, potential grant makers and funders
* Part of leadership team that developed City of Oakland submission template for interdepartmental grant writing process to receive new state funding for violence prevention: California Urban Communities Collaborative. Secured $250k grant for new summer programming and an additional $1.3m in state funding.

**Deputy Chief of Staff and Campaign Consultant, Ron Dellums/Mayor of the City of Oakland**

* Portfolio: public/private partnerships, healthcare policy, office administration, workforce development, community engagement, boards and commissions (appointments and policy), and faith community outreach.
* Convened historic funding discussion with Bay Area institutional grantmakers to support a roster of citywide program priorities that exceeded City Hall budgets. Meeting produced over $5m in strategic investments
* Staff lead for *Get Screened Oakland*, a municipal response to the HIV epidemic focusing on awareness, education and community engagement - raised $450k start-up budget
* Liaison to citywide Interfaith Council (religious leaders that advise the Mayor)
* Surrogate speaker for Mayor Dellums; handled 20% of mayor’s speaking schedule
* Managed transition operations and supervised a staff of five (5). Developed strategic media plan: inaugural themes, graphics and text working with *The Carol H. Williams Agency* to produce mayoral branding package and associated promotional materials. Coordinated community involvement in inaugural events.

#### AFI SILVER THEATRE AND CULTURAL CENTER Silver Spring, MD 2003- 2006

***Publications Associate Editor/Symposia Producer SILVERDOCS Documentary Film Festival***

* Edited festival catalogue and all grants and grant reporting; marketing and programming documents
* Developed content for Standing Room Only Evening Symposia during international documentary festival
* Produced festival opening night for over 500 guests
* Wrangled high-profile festival talent and celebrity guests; led daily volunteer briefings/event logistics

***Assistant to the Director***

* Produced special projects: film premieres, private member events and community special events
* Managed daily schedule content and logistics for the Director of The American Film Institute (east coast)

**UNITED STATES DEPARTMENT OF LABOR Washington, DC 1999-2001**

***Associate Assistant Secretary, Office of Public Affairs***

* Traveling Media Advisor to U.S. Labor Secretary Alexis Herman
* Directed public affairs campaigns that expanded national public awareness of major USDOL programs
* Led specialty media strategy for welfare to work, youth and dislocated workers programs
* Revamped communications plan/promotion of the Department’s largest programmatic and financial commitment to youth for education, training and mentorship: the Youth Opportunity (YO!) Movement.

EDUCATION / HONORS

**New York University,** New York, NY

Master of Philosophy, Cinema Studies - *Tisch School of the Arts*

Master of Arts, Cinema and Cultural Studies - *Gallatin School of Individualized Study*

**The George Washington University, Washington, D.C.**

Bachelor of Arts, International Affairs & Economics

**Honors:**

Lorraine Hansberry Award/Standard Bearer, Gallatin School of Individualized Study/NYU

Published author: *Chicken Soup for the Soul: I’m Talking Now – 101 Stories of Love, Courage and Hope*