

HEALTH COMMUNICATIONS, MEDIA, & MARKETING EXPERT

Health Equity Champion, Mental Health Educator, and Cultural Strategist with passion for health, education, and diversity. **Marketing, Public Relations, and Communications Officer** with ability to identify and implement community opportunities.

Skilled Community Spokesperson & Journalist with proven record of developing creative angles and producing results.

Regional Emmy Nominated Producer & Host experienced in developing and producing news programs and documentaries.

CAREER HIGHLIGHTS

- ❖ **National Association for Black Journalists, Salute to Excellence Awards** | TV, Public Affairs Program.
- ❖ **Nominated for Regional Emmy** in the Public/Current/Community Affairs category for "In-Focus: Domestic Violence."
- ❖ **Bronze Award** | TV Programs, Segments, or Promotional Pieces; Religious/Spiritual from Society of Professional Journalists.
- ❖ **U.S. Department of Health & Human Services** | Serve as a representative for the maternal health task force.
- ❖ **#1 out of 40,000 consultants** | Health Equity Advocate working to Change Beauty Product Safety Laws.

RELEVANT EXPERIENCE

ORANGE COUNTY GOVERNMENT

2022-present

Orange County is in the Piedmont region of North Carolina and is included in the Durham-Chapel Hill, NC Metropolitan area.

Chief Equity and Human Rights Officer

Implement Orange County's One Orange goals to integrate equity in the organization through practical and impactful policies, procedures, programs, and services. Lead the County's Government Alliance for Racial Equity (GARE) Workgroup, the DEI Workgroup, provide support and consultation to departments / agencies and propel the countywide strategy for advancing equity and inclusion into organizational culture and service delivery in the County and its communities.

Select Key Achievements

- **Develop, implement, and manage programming for external stakeholders to create innovative measures** for the county's approach to equity, inclusion, and diversity will be formalized, revised, and advanced.
- **Selected to serve as the One Orange Racial Equity Jurisdictional Team Lead.** Developed DEI training for all county commissioners. Hired an educational outreach coordinator to establish community partnerships.
- **Oversee HUD grant monies for educational and community building activities to facilitate cultural outreach.**

MARYLAND-NATIONAL CAPITAL PARK & PLANNING COMMISSION

2018 - 2022

The Maryland-National Capital Park and Planning Commission is a bi-county agency that administers parks and planning in Montgomery and Prince George's Counties in Maryland and the nation's only six-time Gold Medal winner for excellence in parks and recreation management.

Health Equity Manager

Serve as the Marketing and Communication specialist as well as Project Manager for several initiatives. Build relationships with community members and leaders, business partners and government personnel to cultivate partnerships to ensure return on investment. Promote engagement by collaborating with organizations in fostering pathways to broaden outreach efforts, advocacy, and partnerships for projects focusing on health equity and overall wellness.

Select Key Achievements

- **Operated as the public health specialist representing the organization at the Public Health Department of Prince George's County** in Health in All Policies (HiAP), behavioral health and health equity community planning.
- **Led communications, marketing, and creative group-think strategy sessions for representatives of three departments** to develop and design strategic planning, build internal collaborations, public engagement, technical writing, and facilitate organizational development.
- **Advanced brand strategy through innovation.** Developed and implemented marketing and brand strategies as the liaison to the Health In All Policies (HiAP) Prince George's County Healthcare Action Coalition, by delivering innovative approaches to **increase brand awareness** to the county with an estimated 900,000 residents. Executed and led oversight of long and short-term strategic plan goals to reshape and operationalize significant and successful marketing strategies.

ADDITIONAL RELEVANT EXPERIENCE

CINCINNATI CHILDREN'S HOSPITAL

2017

Diversity and Inclusion Postdoctoral Fellowship

Improved patient care process through financial, market, and patient analysis. Identified opportunities to improve quality, efficiency, productivity and implement standards of patient care and access processes. Assisted with the development, marketing, and execution of short-term goals for health equity in the community during gentrification efforts in the city. Initiated leadership for community relations in public engagement strategies for implementing social change.

UNIVERSITY OF CINCINNATI

2013 to 2016

Health Educator and Public Information Officer

Presented research to 300 health care educators, government professionals, and researchers at national conferences including, The Society for Public Health and Education and The American Public Health Association to create programming and assessments addressing obesity among Hispanic and African American Women. Motivated a call to action for the University President to implement initiatives to improve experiences for students of all cultures by developing and managing the Dr. Rashawn J. Ray lecture event including the grant proposal, communication, and media coverage.

PROFESSIONAL MEDIA EXPERIENCE

MOUNT ZION BAPTIST CHURCH, Nashville, TN

2016 to Present

PR Consultant (2021 to Present)

Coordinate all health & wellness programs including community events, training, social media platforms (over 9,000 members), addressing all media requests including writing PSAs and collaborating with media partners. Partner with Christian Education department to host online educational video on demand series across all media platforms.

Senior Marketing and Media Specialist (2016 to 2018)

Served as a copy editor, ensured that articles were free from error, fact checked, and easy to read. Met tight deadlines and assisted graphic designer with formatting layout. Ensured articles were ready for print and online publication by editing copy, corresponding with producers and authors to complete the document in preparation for the printing deadline.

WTIU, WFIU (PBS/NPR), Bloomington, IN

2008 to 2013

News – Senior Manager / Reporter and Producer

Reported, anchored, directed, and produced daily News for PBS-WTIU. Delivered content to PBS World, NPR, CNN, BBC, MSNBC, FOX and other networks as needed. Coordinated a multiplatform newsroom responsible for all aspects of the newsgathering process, such as writing and editing scripts, and dissemination of multiplatform news including radio, blogs, television, and social media. Conducted oral voiceovers through communication and written scripts.

WBKO (ABC Affiliate), Bowling Green, KY

2003 to 2005

Executive Producer / Host

Created, developed, managed, and maintained public affairs television show executed on WBKO (ABC affiliate). Built relationships with community members and leaders, charities, business partners, government personnel. Served as communications and strategic officer; implemented media relations and marketing campaign. Provided guidance and ideas to organize effective marketing events to deliver on increased visibility. Advanced marketing brand strategies to deliver innovative tools to support audience growth.

EDUCATION

University of Cincinnati, Cincinnati, OH

2015

Doctor of Philosophy in Health Education; *Dissertation topic: Mental Illness Knowledge, Stigma, Help Seeking Behaviors*

Indiana University, Bloomington, IN

2010

Master of Arts (M.A.) in Journalism

Western Kentucky University, Bowling Green, KY

2004 & 2008

Bachelor of Arts in Organizational and Corporate Communication, Minor in Marketing

Master of Arts in Communication; Employee Management, Crises Prevention, and International Communication