

Profile

Communications and public relations expert with a strong focus on New Orleans' diverse communities. Skilled in strategic outreach, messaging, and relationship-building across nonprofit, governmental, and corporate sectors. Proven success in fostering collaboration, amplifying voices, and driving social impact, while promoting inclusivity and cultural sensitivity in social media, online, media and print communications.

Experience

JUVENILE JUSTICE POLICY ADVISOR | CITY OF NEW ORLEANS | AUGUST 2024-PRESENT

- Manages research efforts surrounding juvenile justice prevention and intervention for the Mayor's Office of Criminal Justice Coordination.
- Established social media presence for the Office of Criminal Justice Coordination to boost youth and community engagement
- Advises elected officials on trauma-informed approaches to policy and decision making for the juvenile justice system. Uses evidence-based models to inform officials of best practices for juvenile intervention.
- Creates and develops long term programming to address juvenile delinquency as a result of COVID-19 using funds from the American Rescue Plan Act.
- Monitors facilitation for grant-funded programs through the Office of Criminal Justice Coordination.
- Works to strengthen interagency relationships for partnerships and collaboration.

DIRECTOR OF OPERATIONS | NIAGARA FALLS UNDERGROUND RAILROAD HERITAGE CENTER | JUNE 2023-DECEMBER 2023

- Recruit, hire, train and coach staff members on museum interpretation, exhibit etiquette, virtual and in-person tour logistics and POS input/outputs.
- Manages curation, inventory and execution of online and in-person gift shop. Increased revenue by 67% in 6 months. Transformed products to 50% Black-owned businesses.
- Handles schedule and payroll for staff members.
- Manages gift shop and program budgets for past and future museum activities. Applies for grants as needed.
- Reduced quarterly operations spending by 43% in 3 months.
- Increased social media and website traffic by 3k viewers in the last quarter of 2023.

MARKETING DIRECTOR | BUFFALO EMPLOYMENT & TRAINING CENTER | JANUARY 2023-JUNE 2023

- Developed internal and external communications systems that garnered over 3,000 social media followers, 465,000 campaign impressions (in 7 days) and 70+ donor prospect leads from event report tracking.
- Created and maintained a regular communications calendar for marketing events, educating consumers and nurturing partner relationships.
- Established 4 new on-site partnerships for employment outreach.
- Executed annual job fair with over 100 employers, 300+ participants and a media campaign that ran in print, radio and television. Was noted by administration as the most "successful" job fair in company's longstanding history.

SITE MANAGER | NATIVE AMERICAN COMMUNITY SERVICES | APRIL 2022-JANUARY 2023

- Recruit, hire, train and coach staff members on cultural competence, evidence-based practices, at-risk youth intervention and trauma-informed care.
- Managed staff personnel and volunteers with coordinating evidence-based programming that is culturally sound for at risk Native-American youth.

- Responsible for marketing community events, fund allocation, grant reporting, etc.
- Spent down a \$20,000 budget line in 3 months on a yearly project that was almost at its funding deadline. Was able to retain donor for future projects and development.

PROGRAM MANAGER | BUFFALO URBAN RENEWAL AGENCY | SEPTEMBER 2020-FEBRUARY 2021

- Contracted position to manage a \$2.2 million grant aimed at reducing lead hazard within the City of Buffalo.
- Responsible for writing press releases, conducting loan application review and supervising fund allocation.
- Managed department marketing and outreach efforts in interim of losing the communications manager position.
- Instituted the first virtual Black History Month celebration/acknowledgement in the internal newsletter.

AMERICORPS VISTA - COMMUNICATIONS | BUFFALO CITY HALL | JULY 2019-JULY 2020

- Revised the entire police budget report for the 2018 fiscal year.
- Developed an online system for citizens to stay engaged with their government at the break of COVID-19.
- Created and managed citizens department social media pages, and block club/community outreach.
- Organized the annual Martin Luther King Jr. Day tribute with politicians and community members.
- Spearheaded the WinterMission initiative, providing adequate resources for citizens in the Winter months.

Education

WOMEN'S ENTREPRENEURSHIP CERTIFICATE | JULY 2024 | CORNELL UNIVERSITY

FUNDRAISING AND DEVELOPMENT CERTIFICATE | NOVEMBER 2023 | UNIVERSITY OF CALIFORNIA, DAVIS, DAVIS, CALIFORNIA

MASTER OF PUBLIC ADMINISTRATION AND NONPROFIT MANAGEMENT | AUGUST 2021 | BUFFALO STATE UNIVERSITY, BUFFALO, NEW YORK

BACHELOR OF ARTS IN COMMUNICATIONS AND POLITICAL SCIENCE | JULY 2019 | HOWARD UNIVERSITY, WASHINGTON, DC.

Skills & Abilities

- Excellent communication skills
- Distinguished writer and researcher
- Proficient graphic design and website building
- Budgeting and Report tracking
- Poised Under Presser
- Trauma-Informed Caregiver
- Excellent public speaker
- Administrative leadership

Affiliations/Recognitions

Loyola Women's Leadership Academy Member (2025)

NOLA Civic Leadership Academy graduate (2024)

Art Equity BiPOC Leader of Color Fellow (2024)

Karen Lee Spaulding Leaders of Color Fellowship-Rockwood Institute (2023)

Changemakers 30 Under 30 Honoree (2023)

Miss Buffalo 2022, byway of the Miss America Organization (2022)

Buffalo State University President's Recognition of Community Engagement (2021)

President of Buffalo State University Graduate Student Association (2021)

Certified in Life Coaching, Mindfulness, Trauma-Informed care and Meditation (2020)