

I bring over ten years of experience in nonprofit communications with expertise in social media management, media relations, graphic design, event planning, photography, and website content management. I have developed and led campaigns to support key program initiatives, secured media opportunities for program participants and staff, provided graphic design work, created content for internal and external communications, and provided professional photography to support external marketing collateral.

Throughout my career I have focused on lifting the voices of program participants and thought leaders through various communication channels. I have been successful in sharing program testimonials from both middle and high school students at Junior Achievement of Greater Washington that has increased engagement across social media and external newsletters. The testimonials also attracted [local media](#) attention and has continued to increase social media engagement. I have helped position The Tire Industry Association as a leader in tire safety by shifting the weekly member newsletter to a public online publication that generated an increase in subscribers. Additionally, I also secured a live tv interview on the [local news](#) that highlighted key resources and helpful safety tutorial videos during National Tire Safety week. I have organized and supported special online speaking engagements with health experts, media, key staff, and volunteers - including ["Talk About It"](#) - a special red carpet interview for volunteers and walkers at Epilepsy Foundation's 10 Annual National Walk for Epilepsy. Personally I have developed a social media presence on Instagram and Facebook that celebrates the versatility and beauty of Black women with natural hair. The page, [AKAs Natural Hair](#) highlights a group specific to a Black greek letter organization but the content embraces all people with a shared interest in natural haircare. The content has generated engagement and interest from some high profile people in tv, film, music, and advocacy with an average of 50k post interactions per month. In 2021, I declared the month of July #NaturalHairMonth in celebration of the 2nd year anniversary of the passing of The Crown Act and launched a social media campaign that supports Black-owned hair care businesses along with providing daily helpful advice on caring for naturally textured hair.

My immediate goal has always been focused on connecting the public with content that supports action, engagement, and personal fulfillment. I am interested in a role that aligns with this commitment and allows me to contribute my communication skills and expertise to your organization for the long-term.

LeAnn Harley

www.LeAnnH.com