

LEANNHARLEY

COMMUNICATIONS | MEDIA RELATIONS | SOCIAL MEDIA | PHOTOGRAPHY

LeAnnHarleyC@gmail.com

M: (202) 409-8294

www.LeAnnH.com

SUMMARY: Nonprofit communications professional with more than 10 years of experience in digital communications, social media management, media relations, website content development, visual storytelling, graphic design, and photography.

ACCOMPLISHMENTS: *Social Media:* Led a social media campaign and created visuals supporting natural hair anti-discrimination legislation that generated 25K+ interactions and reached 74K+ users. *Digital Communications:* Managed a bimonthly newsletter that reached 50k+ subscribers with an average open rate of 25%. *Media:* Secured local and national media placements across broadcast, radio, and print, including Healthbeat, Architectural Digest, WTTG Fox 5 DC, ABC News Channel 7, iHeartMedia, and The Washington Informer. *Visual Storytelling:* Directed and produced public service announcements and organization videos. *Photography:* Provided professional photography for use across digital communications platforms..

SOFTWARE SKILLS: Adobe Creative Cloud: Photoshop, Lightroom, Audition, Indesign | Microsoft Office | Canva | Cision PR and Social | Hootsuite | Sprout Social | Constant Contact | Mailchimp | Airtable | Wix | Libsyn

PROFESSIONAL EXPERIENCE

Media Relations and PR Lead

National Association of County and City Health Officials (NACCHO) | Washington, DC | August 2023 - June 2026

Built and maintained relationships with local and national media to increase visibility and reinforce NACCHO's reputation as the country's leading advocate for local health departments and public health. Collaborated with leadership and staff to promote key programs and initiatives for earned media coverage.

- Secured media interviews for leadership with prominent local and national media outlets, including Associated Press, NPR, Politico, The Nation's Health, The New York Times, Route Fifty, Healthbeat, and KFF Health News.
- Led national awareness campaigns including National Public Health Week to elevate the work of local health departments.
- Redesigned the official podcast logo and refreshed promotional materials across social media and the website.
- Monitored relevant media alerts and provide weekly updates for the board, senior leadership, and staff.
- Edited monthly podcast episodes and exported platform-ready files for distribution via Libsyn.
- Developed, edited, and distributed press releases through Cision and individual targeted emails.
- Designed social media graphics to promote National Public Health Week, Public Health Thank You Day, NACCHO's Podcast from Washington, Hill Day, new board leadership announcements, and other program initiatives.

Senior Manager, Creative Marketing

Junior Achievement of Greater Washington | Washington, DC | February 2022 - August 2023

Develop and execute creative communications strategies to support key program initiatives across departments. Manage content development across all social media channels (Facebook, Twitter, Instagram, LinkedIn, and YouTube).

- Led the rebranding launch by overhauling all internal and external communications and brand resources.
- Secured a live interview for the JA Entrepreneurship Summit with WTTG Fox 5 DC.
- Collaborated across teams to develop content and distribute a monthly external newsletter reaching 50k+ subscribers.
- Provided professional photography for staff headshots and program events, enhancing the organization's website, marketing collateral, and external communications.

Contract, Media Monitoring and Reporting

KABOOM! | Washington, DC | August 2021 - December 2024

Monitor and disseminate key information from national and local news relevant to the organization's mission and work. Key articles are collected and shared weekly to senior leadership and staff to support external conversations and potential partnership opportunities.

Manager, Strategic Communications

KABOOM! | Washington, DC | June 2019 - August 2021

Supported and executed strategic communications initiatives with a focus in media relations and public relations outreach. Responsible for supporting and executing strategic communications initiatives with a focus in media relations cultivation and outreach. Daily monitoring, analyzing and reporting on relevant news in the media to support external partnerships opportunities and coverage. Support community outreach team to identify key community partner stories for broader awareness with the media. Provide on-site professional photography for community build events to support visual storytelling. Design and develop content for the company-wide internal newsletter to drive employee engagement and boost morale.

- Secured media coverage with Architectural Digest, Chicago Tribune, The Hechinger Report, and iHeartMedia.
- Manage interview requests and provide media preparation for key staff, senior leadership, and the CEO.
- Provided professional photography for staff headshots.

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PROFESSIONAL EXPERIENCE

Manager, Media Relations and Program Communications

Epilepsy Foundation | Landover, MD | October 2015 - February 2017

Develop and spearhead communications to the media, including preparing pitches, press releases, media advisories, and other media collateral. Cultivate and manage relationships with local and national media contacts. Coordinate campaigns and communications through all phases of launch and maintenance, including reporting, analysis and optimization.

- Secured media coverage with Huffington Post, WTTG Fox 5 DC, USA Today, and WJLA ABC News Channel 7.
- Arrange interview requests and provide media preparation for key staff, executives, board members, and the CEO.
- Monitor daily news coverage and disseminate news summaries for internal communications.

Manager, Marketing Communications

YWCA National Capital Area | Washington, DC | August 2010 - October 2015

Conduct strategic marketing communications initiatives in support of media outreach, community outreach, general public relations functions, create and design marketing collateral and social media campaign management to bring awareness to the YWCA NCA's programs and initiatives. Managed and developed content on website. Bring awareness to key advocacy issues that align with YWCA's focus areas. Coordinate special events including annual fundraiser luncheon and program events. Served as Marketing Communications Coordinator from 2010-2011.

- Garnered live media coverage with ABC WJLA News Channel 8 and WTTG Fox 5 DC News.
- Wrote and produced yearly program video and three public service announcements.
- Developed press releases that led to features and radio appearances within The Washington Post, ABC News Channel 7, Express Paper, Afro-American.
- Newspaper, Empower Magazine, DC Health Examiner and The Steve Harvey Morning Show.
- Provided professional photography for youth program events and campaigns that were used on the website, social media, and other external communications.

EDUCATION

Bachelors of Science in Business Management, Marketing

Johnson C. Smith University, Charlotte, NC