### PROFESSIONAL EXPERIENCE

**LOWE’S COMPANIES, INC., Mooresville, NC August 2016- Present**

Lowe's Companies, Inc. is a Fortune 50 company that operates a chain of retail home improvement and appliance stores in the United States, Canada, and Mexico.

**Community Relations Manager**

Manage several national non-profit partnerships, as well as, supports the LCEF Board of Directors by managing grant review process of the LCEF Charitable Program and Employee Relief Fund.

**DELHAIZE AMERICA, Salisbury, NC May 2014 – August 2016**

Delhaize America is a food retailer headquartered in Salisbury, NC, which operates in 10 states. The parent company, Delhaize Group is based in Belgium.

**Regional Marketing and Sales Manager**, Food Lion, LLC

Manage marketing and sales initiatives for Food Lion’s two largest regions. Food Lion, operates more than 1,100 grocery stores in 10 Southeastern and Mid-Atlantic states. The company employs more than 63,000 associates and serves approximately 10 million customers a week.

**Key Contributions**

* **Provide strategic opportunities to the Director of Marketing.** Developed a strategic marketing plan to mark the company’s 60th anniversary in 2017.
* **Develop and manage several marketing initiatives to boost in-store sales.** Stores saw an increase of five-percent same store sales during a targeted marketing program.
* **Implement an integrated marketing strategy to engage consumers.** This strategy included social media, external communications, marketing and retail.
* **Develop marketing tactics for store grand opening.** The plan includes several tactics to excite and engage the community to support the new store opening.

**Media and Community Relations Manager**, Food Lion Feeds and Corporate Initiatives

Managed the community relations’ team to execute the launch of Food Lion Feeds, a philanthropic program for the retail grocer, to include social media, events, community and associate engagement.

**Key Contributions**

* **Awarded a Silver Anvil for Food Lion Feeds launch and tactics.** The program reinvented the company’s community giving to focus on one issue – hunger relief.
* **Developed and managed the company’s first month-long service project.** Organized the remodel and pantry stock for 38 pantries in 30 days.
* **Served as the face of Food Lion Feeds,** managing and executing all events in the communities we serve within our 10-state geographical area.
* **Developed and implemented the company’s volunteer portal.** Generated more than 845,000 meals towards the company’s goal in the first year.
* **Advised strategic direction for Food Lion Feeds Charitable Foundation.** The non-profit foundation grants nearly $1 billion in annual grants.

**TURNER CONSTRUCTION COMPANY, Charlotte, NC July 2010 – May 2014**

Tuner Construction is an international general builder and construction management firm with operations primarily in the commercial sector.

**Community Affairs Director**

Hired as the business unit’s first community affairs director to support the company’s multi-billion dollar project in the aerospace industry. Coordinated minority, women, and disadvantage small business enterprises outreach events and trade shows.

**Key Contributions:**

* **Provided executives diverse spend reports, current spend areas of opportunity and strategic direction to help achieve business goals.** This strategy provided a thoughtful approach to improving the utilization and inclusion of certified MWDSBEs while effectively initiating a cultural shift. It gained national accolades from the largest aerospace builder in the United States.
* **Established and implemented the business unit’s community outreach program.** The program consisted of a two-day community build for non-profits, as well as, a mentoring program for newly employed project engineers.
* **Facilitated and conducted** **the business unit’s training program.** The Turner School of Construction Management is a 12-week training course in construction management for North and South Carolinas.
* **Established and implemented the business unit’s social media outlets.** Content included current projects, milestones, and community activities.

**JAFZA America, Charleston SC August 2008- June 2010**

Jebel Ali Free Zone Authority is a free zone and business hub that provides investors with world-class infrastructure in the Middle East and North America. Jebel Ali Free Zone Authority operates as a subsidiary of Economic Zones World based in Dubai, UAE.

**Government and Media Relations Manager**

Hired as the international investment firm’s government and media relations manager to assist in the company’s $600 million logistics project based in South Carolina.

**Key Contributions:**

* **Coordinated and managed the unit’s community outreach conference.** The information session provided strategic direction of the JAFZA’s goals. Conference attendees included federal, state and local leaders within the business industry.
* **Lead a Congressional Delegation to Dubai, UAE.** The delegation included state legislatures with information session about the company and the business plans for South Carolina.
* **Created and managed communications collateral** including press releases, web presence and marketing materials.

**SCANA Corporation,** Cayce, SC June 2007 – August 2008

SCANA Corporation is a $9 billion energy-based holding company, based in Cayce, South Carolina, a suburb of Columbia. Its businesses include regulated electric and natural gas utility operations and other energy-related businesses.

**Public Affairs Coordinator**

Manage public relations and crisis communications for South Carolina’s leading provider of electricity and gas.

**Key Contributions:**

* **Lead the launch plan of *Palmetto Clean Energy* (PaCE)*.***Developed andmanaged an integrated communications plan. PaCE is a green-energy initiative with a tax-deductible option for customers.
* **Served as a corporate spokesperson.** Worked collaboratively to manage incident reporting, on-call shifts, customer and media inquires to ensure positive outcomes.
* **Worked independently to develop a variety of communications materials**, including but not limited to fact sheets, special notices, annual reports and press releases.

### SC Education Lottery, Columbia, SC October 2001 – June 2007

The SC Education Lottery is a multi-billion dollar state agency that regulates the state’s gaming industry.

**Public Relations Manager**

Managed and developed public information services concerning the Lottery's goals, mission, benefits and operations. Served as the agency’s spokesperson and on-air talent for nightly draws and public service announcements.

**Key Contributions:**

* **Effectively managed all public relations and promotional activities** to launch a multi-million dollar state lottery in less than three months while surpassing all industry expectations and sales goals
* **Developed and implemented a comprehensive communication plan** to address media relations, crisis management, news releases, publications such as newspapers and magazine articles, all other general public relations and urban outreach communications
* **Managed a three-member promotions team** to serve more than 3,500 lottery retailers

**Broadcast Journalist, Various Networks June 1994 – October 2001**

Researched, investigated and presented news and current affairs content for television and radio.

**WRDW-TV**, Augusta GA

**WHP-TV**, Harrisburg, PA

**WOLO-TV**, Columbia, SC

**WBTW-TV**, Richmond, VA

**Key Accomplishments:**

* Awarded the Radio Television News Directors Association’s Regional 1 Edward R. Murrow National Award *2000*
* Awarded the Georgia Association of Broadcasters’ Merit Award *2000*

### Education

The Citadel, **MBA, Business Administration**  Charleston, SC

Virginia Union University, **B.A. Journalism** Richmond, VA

### University of South Carolina, Crisis Management Course Columbia, SC

### Awards and Honors

* 2015 PRSA Silver Anvil – Food Lion Feeds, Reinventing Its Philanthropic Giving
* PR News Corporate Social Responsibility – Food Lion Feeds: Launching Our 500 Million Meal Commitment *2014*
* Nominated for the Mayor of Charlotte’s International Community Award *2013*
* Nominated as North Carolina’s Community Outreach Person of the Year *2013*
* South Carolina PRSA’s Mercury Award of Merit in the Events and Observances (more than seven days) for “SCEL's 2005 Hog Calling Contest” 2005
* South Carolina PRSA’s Mercury Award of Merit in the Marketing Consumer Products category for “SCEL's Additional Support for Palmetto Cash 5 with Power Up” 2005
* South Carolina PRSA’s Silver Wing Award of Merit in the Company Annual Reports category for “S.C. Education Lottery Annual Report” *2004*
* South Carolina PRSA’s Silver Wing Award of Merit in the Brochures category for “Where the Money Goes” *2004*
* South Carolina PRSA’s Silver Wing Award of Merit in the Press Kit category for “Carolina Millionaire Summer Promotion” *2004*
* South Carolina PRSA’s Mercury Award of Merit in the Brand/Reputation Management category for “Where the Money Goes Information Packet” *2004*
* South Carolina PRSA’s Certificate of Merit: *Launch of Second Carolina 5 Draw,* SC Education Lottery *2003*
* South Carolina PRSA’s Mercury Award in the Special Events and Observances, Eight days or longer for “First Scratch” 2*002*
* South Carolina PRSA’s Silver Wing Award in the Media Kit category for “The Launch of Powerball®” *2002*
* Radio Television News Directors Association’s Regional 1 Edward R. Murrow National Award *2000*
* Georgia Association of Broadcasters’ Merit Award *2000*

### Affiliations and Civic Organizations

* PRSA Charlotte Chapter (2014 – present)
* Carolinas Minority Suppliers Development Council (2010 – present)
* Charlotte Chamber of Commerce (2010 – present)
* The Conference Board – Supplier Diversity Council (2011 – 2012)
* Charleston Chamber of Commerce (2008-2012)
* EdVenture Children’s Museum Board of Trustees (2006-2008)
* Accommodations Tax Advisory Committee for the City of Columbia – At-Large (2006-2008)
* Junior League, Inc. (2004-2011)
* South Carolina Chapter of Public Relations Society of America (2003-2008)
* Alpha Kappa Alpha Sorority (1993 – present)