**MEKAYLA VANESSA DAVIS, MS, APR**

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PUBLIC RELATIONS EXECUTIVE – SOCIAL MEDIA SPECIALIST – DIRECTOR OF COMMUNICATIONS

*Accomplished executive with 10+ years of experience in public relations. Extensive experience managing legal and environmental crises, building media partnerships, and increasing public approval. Meticulous speech writer.*

**AREAS OF EXPERTISE**

Public Relations Leadership – Event Promotion – Crisis Management – Social Media Strategy – Branding – Mentoring

Policy & Procedure Development – Budget Management – Training Programs– Media Partnerships – Networking

Leadership – Integrated Storytelling – Audience Assessment – Customer Service – Fundraising – Press Releases

**PROFESSIONAL EXPERIENCE**

**ARTON COUNTY**, Cumming, GA July 2016–Present

***Associate Director of Communications***

Oversees the public relations and communication department for Arton County serving 228,000 residents.

* Developed a comprehensive public relations strategy for Arton County.
* Recognized as STAR Employee of the Month for September 2019 for leadership during the Hurricane Jenny crisis.
* Increased customer service approval ratings from 40% to 60% in six months by assisting with the development of a customer service training program for the Health & Human Services department.
* Manages media relations as the county’s spokesperson and the media’s primary point of contact.

**CHANDLER COUNTY**, Lawrenceville, GA Oct. 2013–July 2016

***Public Relations Supervisor***

Managed a team of 5 full-time employees, 3 interns, and a $350k budget serving 920,000 residents of Chandler County.

* Created and developed a crisis management strategy from crisis onset to resolution.
* Awarded the Distinguished Employee of the Month for August 2015.
* Created and implemented a public relations coaching program for department interns.
* Increased Chandler County Family Fun Day participation by an average of 20% each year.
* Increased Chandler County’s Facebook page followers from 200 to 3500 and daily “likes” from 50 to 900.

**HEALING AND HELPING HANDS**, Cumming, GA June 2008–Oct. 2013

***Social Media Specialist***

Coordinated social media efforts and developed a comprehensive social media strategy.

* Created relationships with contacts with the Arton Herald, WRB-TV, FOX 5 Atlanta, and CBS46 News.
* Organized the “Support A Child – Build The Future” fundraiser which raises an average of $90k annually.
* Increased community participation from 25% to 40% with April’s National Child Abuse Prevention activities.

**CERTIFICATION**

**PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA),** *Accredited in Public Relations*, 2018 to Present

**EDUCATION**

**NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS, SYRACUSE UNIVERSITY**, Syracuse, NY

*MS in Communications, Specialization in Public Relations*, December 2020

**UNIVERSITY OF NORTH GEORGIA (UNG),** Gainesville, GA

*BA in Communications, Specialization in Organizational Leadership*, May 2007

**TECHNICAL SKILLS**

Twitter – Instagram – Facebook – LinkedIn – Access – WordPress – Excel – PowerPoint – Photography