

## SUMMARY

I am a bold, results-driven executive with 10+ years of experience leading transformational growth across corporate, nonprofit, and civic sectors. With a proven track record of managing multimillion-dollar budgets, scaling mission-driven programs, and leading cross-functional teams to exceed ambitious goals, I bring unmatched expertise in digital marketing, strategic communications, organizational management, and public policy advocacy. My leadership is defined by a relentless commitment to excellence, equity, and innovation—developing and executing data-driven strategies that elevate brands, empower communities, and drive sustainable impact. Whether building national campaigns, launching startups, or mobilizing voters, I create high-impact solutions that catalyze measurable success.

## SKILLS & HIGHLIGHTS

● Strategic Planning	● Training and Mentorship	● Organizational Development
● Budget Management	● Non-Profit Fundraising	● Community Engagement
● Digital Marketing Strategy	● Content Marketing	● Marketing Automation
● Copywriting & Editing	● Lead Generation	● Project Management

## EDUCATION

<b>Master of Science in Communications</b> Walden University	2019
<b>Bachelor of Science in Print Journalism and Communication Studies</b> Troy University	2013

## CERTIFICATIONS & TRAININGS

● Adobe Experience Manager	● Hubspot Inbound Marketing	● Hubspot Content Marketing
● Crisis Management	● Salesforce Marketing Cloud	● Google Analytics
● Sprout Social	● Microsoft Office Suite	● WordPress CMS
● HTML/CSS	● Mailchimp	● HootSuite

## AWARDS AND RECOGNITIONS

● DCSD Community Changemaker Award	● Atlanta Business Chronicle, 40 Under Forty
● Zeta Phi Beta Sorority, Inc. Community Pillar Award	● Georgia Federation of BPWC, Inc., Young Professional of the Year Award
● NCBW, Decatur-DeKalb Chapter, Inc., Presidential Award	● Junior League of DeKalb County, Inc., Presidential Award

## CAREER EXPERIENCE

<b>Visionary Founder and CEO</b> Visionary Vanguard Solutions	December 2024 – Present Atlanta, GA
<ul style="list-style-type: none"><li>● Founded and leads a strategic consulting firm delivering tailored solutions in organizational management, executive leadership training, and business development.</li><li>● Drive business growth through branding, marketing, and relationship cultivation with mission-aligned partners across nonprofit, corporate, and civic sectors.</li><li>● Design and facilitate high-impact leadership workshops, executive coaching, and operational assessments that promote transformative growth and efficiency.</li><li>● Champion equity and excellence in leadership through public speaking, thought leadership, and strategic community engagement.</li><li>● Oversee client service delivery and team performance, ensuring a standard of excellence that builds trust and sustained impact.</li></ul>	

**Maxwell Leadership Foundation** **January 2024 – July 2024**  
**Peachtree Corners, GA**

**Ambassador of Student Transformation**

- Cultivated new leads with key education and community leaders in the U.S.
- Developed key partnerships with organizations that can promote MLF programs.
- Led and inspired a diverse team of professionals to achieve the organization's mission.
- Served as spokesperson for the organization and effectively communicated its mission and impact.
- Built relationships with government agencies, NGOs, and other stakeholders to advocate for youth-centered policies and initiatives.
- Represented the organization at conferences, forums, and meetings to raise awareness and influence change when needed.

**Growing Leaders** **January 2022 – December 2023**  
**Peachtree Corners, GA**

**Vice President of Marketing**

- Managed the marketing and communications strategy that supports the organizational growth of K-12 schools, colleges and universities, small businesses and athletic departments
- Collaborated with the content team to craft rich storytelling experiences that improve our level of trust and engagement with potential clients
- Managed \$1M marketing and promotion budget to optimize campaign lifecycles, SEO, paid ads, and partnership marketing opportunities
- Developed winning sales and marketing strategies for new product launches, paid campaigns, brand reputation and SEO
- Developed social, digital, and video marketing strategies to achieve objectives and meet goals
- Present monthly performance reports and 'Next Step' strategies to executive leadership

**Fifth Generation Consulting, Inc.** **July 2016 –December 2023**  
**Stone Mountain, GA**

**Founder & CEO**

- Managed inbound marketing strategy, digital marketing, email campaigns, and front-end website experience for nonprofits and small to midsize businesses
- Produced marketing collateral for digital and print and craft brand messaging and guidelines for new product launches
- Conducted front-end and back-end website optimizations to increase monthly traffic and improve conversation rate
- Forged relationships with potential new clients and nurture relationships with key stakeholders
- Drove the creation of lead-generation processes that increase marketing qualified lead scores

**Medieval Times Dinner and Tournament** **July 2018 – September 2020**  
**Lawrenceville, GA**

**Marketing and Sales Director - Corporate**

- Managed the sales budgets, developed marketing plans, and managed marketing content calendar
- Led a dynamic team responsible for implementing digital, OTT, print, radio and TV campaigns
- Served as point of contact for all press inquiries, media relations, conferences, and tradeshows
- Managed a multi-million-dollar media buying, sponsorships, and daily operations budget
- Increased marketing sales revenue by \$500,000 YoY which exceeded annual sales goals

**United Churches and God In Christ, Inc.** **May 2012 – September 2020**  
**Fairburn, GA**

**Marketing Director**

- Led a team of communications and social media specialists to create and execute the eNewsletter, brochures, social media marketing, and web content
- Managed communication crisis campaigns, SEO projects, SEM budget, and WordPress website
- Conducted PR and digital marketing workshops for conferences and international delegates
- Monitored social media engagement for Twitter, Facebook, Periscope, and Instagram
- Pitched stories and secured news coverage, magazine features, and radio placements

**Asbury Automotive Group****December 2014 – July 2016****Digital Marketing Advisor****Duluth, GA**

- Executed web requests such as create new landing pages, design graphics, and complete BAU edits
- Worked with GMs to increase lead generation by 75% via SEO, social media, and paid advertising
- Optimized web content and site functionality and submitted sites to OEM & FTC compliance
- Conducted meetings to discuss data, quarterly earnings, paid media ROI and digital strategy
- Executed strong remarketing initiatives, display ad tactics, and retargeting strategies

**Digital Sherpa****August 2013 – December 2014****Content Strategist****Norcross, GA**

- Developed messaging content such as white papers, website copy, social media messages, blogs, and product proposition values
- Presented monthly data to clients regarding SEO performance, paid ad revenue, website metrics and social media engagement
- Manage editorial calendar and review scripts for video marketing campaigns
- Write advertising copy for print, video, Google ads, and paid social

## **CIVIC AND PROFESSIONAL ORGANIZATIONS**

---

- ARC Regional Leadership Institute
- United Way DeKalb Advisory Board
- State Charter Schools Foundation
- Leadership DeKalb
- National Coalition of 100 Black Women, Inc.
- Junior League of DeKalb County, Inc.
- DeKalb Section National Council of Negro Women, Inc.
- Georgia WIN List
- Alpha Kappa Alpha Sorority, Inc.
- United Way of Greater Atlanta V.I.P.
- Hands On Atlanta Civic Leadership Fellow
- Georgia Forward Young Game Changers
- American Red Cross Northeast Georgia
- DeKalb Chamber of Commerce
- International Women's House
- New Leaders Council
- Emerge Georgia

### **Professional Community Summary**

I am a visionary community advocate and grassroots organizer with a decade of experience leading transformational initiatives that promote equity, civic engagement, and community development. I am known for executing impactful strategies, managing nonprofit budgets, and galvanizing diverse stakeholders to drive social change. I have proven success in voter mobilization, policy leadership, and organizational revitalization to empower underserved communities and achieve measurable outcomes.

### **Civic Leadership Experience**

#### **Junior League of DeKalb County**

*President: 2024 – 2025*

- Led a training organization of nearly 300 women with diverse backgrounds, skills and expertise
- Led the Board of Directors and organizations' strategic plans and goals
- Established high-accountability governance practices, enhanced fiscal oversight, and implemented innovative leadership development programs.
- Amplified impact through partnerships addressing mental health, maternal health, and wellness in DeKalb communities.

#### **National Coalition of 100 Black Women Decatur-DeKalb Chapter**

*Chapter President: 2025 - present*

*1st Vice President of Programs and Planning: 2021 – 2025*

- Led core committee and program chairs, provides strategic oversight for yearly plans and goals for the fiscal year .
- Developed and executed over 100 programs, providing \$300,000+ in health, economic empowerment, public policy and educational resources to DeKalb families.
- 2022-2023 - National Public Policy Award Recipient

#### **DeKalb Section National Council of Negro Women, Inc.**

*1st President: 2024 - present*

- Designed and manages the section's programming calendar, encompassing health, education, economic empowerment, and civic engagement initiatives.
- Supervises program chairs and committees to ensure delivery of impactful and mission-driven programming.
- Introduced the "Proactive Change" mantra, focusing on anticipating community needs and delivering innovative solutions before challenges escalate.
- Work closely with the President, Board, and National NCNW leadership to align programs with broader organizational goals.
- Advocate for policy reforms and initiatives that address gender equity, social justice, and systemic inequalities.

## **Professional Organization Leadership Experience**

### **DeKalb Chamber of Commerce**

*Board Member: 2019 – 2020*

- Championed policies that support minority-owned businesses, young professionals, and economic growth in DeKalb County.

### **United Way of Greater Atlanta – DeKalb County Advisory Board**

*Member: 2023 – Present*

- Leads strategies to improve child well-being across DeKalb, Gwinnett, and Fulton counties as part of a regional task force.

## **Political Leadership Experience**

### **Regional Organizer, South DeKalb**

*Term: August 2024 - November 2024*

- Directed all grassroots efforts and Get-Out-The-Vote (GOTV) initiatives, achieving record voter turnout across South DeKalb.
- Successfully led campaign office operations and staff, coordinated volunteers, and managed regional strategy, ensuring impactful voter engagement.

### **DeKalb County Political Party– House District 88 Chair**

*Term: 2022 – Present*

- Spearheads advocacy and voter outreach across 17 precincts, representing over 60,000 constituents in diverse communities.
- Developed and implemented strategic programs to strengthen voter education, engagement, and civic participation.

### **DeKalb Young Political Party**

*Vice President: 2020 | President: 2021*

- Led a comprehensive rebranding effort to restore organizational credibility following internal challenges.
- Expanded membership and mobilized youth engagement in key policy discussions and electoral efforts.

### **Stone Mountain Action Coalition**

*Co-Founder: 2019 – Present*

- Advocates for diversity, equity, and inclusion at Stone Mountain Park, challenging confederate memorialization and fostering inclusive narratives.

**Key Skills:**

- Strategic planning and execution
- Budget management and fiscal accountability
- Grassroots organizing and voter mobilization
- Program development and coalition building
- Advocacy and public policy expertise
- Stakeholder engagement and partnership cultivation