

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

EDUCATION

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

CERTIFICATIONS & TRAININGS

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

AWARDS AND RECOGNITIONS

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

CAREER EXPERIENCE

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

Maxwell Leadership Foundation**January 2024 – July 2024****Ambassador of Student Transformation****Peachtree Corners, GA**

- 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****Vice President of Marketing****Peachtree Corners, GA**

- 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****Founder & CEO****Stone Mountain, GA**

- 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****Marketing and Sales Director - Corporate****Lawrenceville, GA**

- 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****Marketing Director****Fairburn, GA**

- 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