



LETRECE R. GRIFFIN

MARKETING | COMMUNICATIONS | BRANDING

CONTACT



(225) 288-3184



Letrece@LetreceG.com



www.LetreceG.com

EDUCATION

Full Sail University

Master of Science
Entertainment Business & Marketing

Loyola University New Orleans

Bachelor of Arts
Mass Communication & PR

SKILL SET

- Graphic Design
- Event Coordination & Production
- Social Media & Digital Marketing
- Oral & Written Presentations
- Email Marketing
- Project Management
- Brand Strategy
- Speech Writing & Media Training
- Workshop Facilitation
- Strategic Planning & Marketing
- Public Relations

ACCOLADES

- 2022 Women Doing It Big Honoree
- 2022 Book Fest Award Winner (Marketing/Business)
- 2021 Ada Lovelace Digital Marketing Award Nominee
- 2020 BR Parents Magazine Favorite Local Author
- 2020 International Book Award Finalist (Marketing)
- 2020 Empowered Diva Honoree
- 2019 Baton Rouge Business Report Forty Under 40 Honoree
- 2019 Woman of Wonder Honoree
- 2019 "What's Up" 225 Magazine
- 2014 Top Branding Experts on Twitter

EXPERIENCE

EAST BATON ROUGE PARISH SCHOOL SYSTEM

CHIEF OF COMMUNICATIONS & FAMILY ENGAGEMENT MAY 2022 - PRESENT

- Oversee Communications department (managing a staff that includes graphic designers, public information officers, print services and community engagement project managers)
- Develop and maintain brand voice and integrity across multiple platforms
- Strategic communication and marketing analysis
- Oversee all district-wide marketing and promotional materials such as presentations, billboards, graphic designs, press releases, etc.
- Manage marketing budgets for multiple departments and ensure compliance
- Maintain effective communication with School Board members and stakeholders
- Generate reports, speeches and talking points as needed

DIRECTOR OF COMMUNICATIONS & PUBLIC RELATIONS MAY 2021 - MAY 2022

- Develop and maintain brand voice and integrity across multiple platforms
- Cultivate media relations and sustain community partnerships with stakeholders
- Assist in the creation of digital, video, audio, and print content
- Track engagement across various platforms and make data-driven decisions
- Provided timely responses to all media inquiries
 - Create and manage releases of press releases, media alerts and press conferences

KNOCK KNOCK CHILDREN'S MUSEUM

APRIL 2018 - OCTOBER 2020

MARKETING & COMMUNICATIONS SPECIALIST

- Assist in leading communications, public relations, brand alignment, and marketing tactics
- Project management and development for growth of museum attendance and membership
- Content creation for company website and social media pages
- Developing community partnerships with media personnel, non-profits, and agencies
- Creation and upkeep of media database (including event photography and video)
- Oversee and maintain budgetary operations while coordinating across departments
- Special event execution for donors, members, and volunteers
- Coordinating project management of all marketing contract services
- Spokesperson on behalf of museum via press releases, news appearances, special events
- Social Media, press release, and media advisory content creation and distribution
- Intern Coordinator in charge of scheduling, task assignments, mentoring, and supervising



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EXPERIENCE

LIBERTY'S KITCHEN

OCTOBER 2017 - APRIL 2018

MARKETING SPECIALIST

- Overall strategic marketing (planning & execution)
- Social media marketing, graphic design, and website updates
- Creating content and making posts for all social media platforms and company website
- Non-Profit storytelling
 - Coaching program participants for testimonials, marketing collateral, and recruitment
- Project management for budget allocation for events, promotions, recruitment, etc.
- Event coordination and company liaison for inquiries and public appearances
- Creating press releases and media advisories

POWER MOVE MANAGEMENT & CONSULTING

MAY 2004 - PRESENT

CONTRACT MARKETING SERVICES

- Public Relations, media consulting, project management, and executive messaging
- Social media content creation and marketing (including scheduling and content calendars)
- Business and brand development: imaging, press releases, graphic design, and web design
- Client Examples:
 - **Southern Teachers & Parents Federal Credit Union:** Member communications, social media management, press releases, and direct mailers.
 - **The Human Jukebox: Southern University Band:** Social media management and marketing consultant
 - **LHA Trust Funds (3-month contract):** Press releases, graphic designs for marketing materials, website and social media content creation and distribution
 - **Cenikor Baton Rouge (2-year contract):** Event planner for annual fundraiser, secure sponsorships, silent auction items, and media placements
 - **Providence (6-month contract):** Event planner for over 50 company conferences and events, created company-wide checklist and calendar to ensure accuracy and consistency in all events, track and organize all marketing materials, provide pre and post-event analysis

THE BELLE OF BATON ROUGE CASINO & HOTEL

OCTOBER 2015 - JUNE 2017

MARKETING MANAGER

- Content creation and distribution for company website and social media platforms
- Television and radio appearances to promote company events, initiatives and messaging
- Supervise all aspects of marketing department including project management, brand compliance, advertising, direct mail, entertainment, promotions and special events
- Database management for client profiles and customer retention (tracking, coding, special offers, and redemptions)
- Scheduling and executing of promotions, special events, and live entertainment

REMINGTON COLLEGE

SEPTEMBER 2014 - MAY 2015

INSTRUCTOR

- Taught courses on speech/communications and career development
- Prepared lesson plans, trained students, evaluated student's development skills, tracked attendance, grades, and areas for improvement



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YWCA GREATER BATON ROUGE

MAY 2007 - JANUARY 2010

PROGRAM MANAGER

- Coordinated and promoted all company programs
- Communications liaison with media outlets, local schools, and sponsors
- Secured annually donated items to support program needs
- Hired, trained, and supervised program staff
- Conducted pre and post assessments to students to analyze program success
- Taught classes on HIV awareness, human sexuality, personal and social skills, and career development
- Created curriculum and monthly activities for youth group (Y-Teens) including educational meetings, scheduling guest speakers, volunteer opportunities and parent engagement sessions
- Grant and program management for youth programs (including proposals, documentation, budgeting, etc.)

THE BATON ROUGE RIVER CENTER

JULY 2006 - APRIL 2007

EVENT COORDINATOR

- Planned and coordinated various mid-level to large-scale events, conferences, concerts, and trade-shows for nationally recognized clients such as WWE, JAM Theatricals, Feld Entertainment, the Louisiana Department of Transportation, and The Baton Rouge Symphony Orchestra
- Conducted event analysis outlining seating arrangements, staging, ticket-taking procedures, security details, audio-visual needs, fire inspections and cost estimates
- Multi-department collaboration, including food & beverage, operations, marketing, finance, and maintenance
- Point of contact for day of event to supervise event set-up, execution, and take down
- Managed and supervised upwards of 100 staff and event personnel
- Generated final event cost estimates, work orders, and post event analysis



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AFFILIATIONS

LEADERSHIP BATON ROUGE COHORT BATON ROUGE AREA CHAMBER

2020 GRADUATE
ALUMNI 2020 - PRESENT

LOYOLA UNIVERSITY ALUMNI ASSOCIATION BOARD OF DIRECTORS

MEMBER 2020-2022

ST. JOSEPH'S ACADEMY DIVERSITY ACTION COMMITTEE

MEMBER 2021 - PRESENT

DELTA SIGMA THETA SORORITY, INC. BATON ROUGE SIGMA ALUMNAE CHAPTER - JOURNALIST

REGIONAL LEADERSHIP TEAM 2019-2021
ACTIVE MEMBER 2018 - PRESENT

MELANIN 3 MEDIA

EXECUTIVE PRODUCER 2016 - PRESENT

INTERNATIONAL ASSOCIATION OF MINORITY WOMEN IN PUBLIC RELATIONS

MEMBER 2019 - PRESENT

THE NATIONAL COALITION OF 100 BLACK WOMEN, INC. METROPOLITAN BATON ROUGE CHAPTER

CHARTER MEMBER & DIRECTOR OF COMMUNICATIONS 2016-2018

BATON ROUGE AREA ASSOCIATION OF BLACK JOURNALISTS

MEMBER 2016 - PRESENT

INDEPENDENT RECORDING ARTISTS & ARTS AWARDS (IRAA)

DIRECTOR OF OPERATIONS 2016-2019