LETRECE R. GRIFFIN

STRATEGIC COMMUNICATIONS & BRAND LEADER

CONTACT

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EDUCATION

Full Sail University
Master of Science
Entertainment Business & Marketing

Loyola University New Orleans
Bachelor of Arts
Mass Communication & PR

SKILL SET

- External Communications Strategy
- Executive & Crisis Communications
- Reputation & Issues Management
- Stakeholder Engagement
- Strategic Media Relations
- Integrated Marketing & Brand Alignment
- Team Leadership & Mentorship
- Digital & Social Media Strategy
- Diversity, Equity & Inclusion Advocacy
- Budget Oversight & ROI Analysis
- Event Management & Strategy
- Social Media & Digital Marketing

ACCOLADES

- 2023 Who's Who in Black Columbus
- 2022 Women Doing It Big Honoree
- 2022 Book Fest Award Winner (Marketing/Business)
- 2020 BR Parents Magazine Favorite Local Author
- 2019 Baton Rouge Business Report Forty Under 40 Honoree

SUMMARY

Strategic and results-driven communications leader with over 20 years of experience shaping brand narratives, managing high-stakes messaging, and cultivating trusted media and stakeholder relationships. Proven expertise in executive communications, reputation management, and integrated marketing across health, education, and nonprofit sectors. Adept at leading large teams, crisis communications, digital storytelling, and cross-functional collaboration to advance business objectives and elevate organizational reputation.

EXPERIENCE

Cities United

Director of Storytelling & Cultural Activation — January 2026 - Present

- Lead development and stewardship through a team of creatives tasked with the brand implementation and design for the organization's storytelling framework, narrative tools, and messaging architecture aligned with redefining public safety
- Architect and execute a comprehensive organizational storytelling strategy, translating impact data, jurisdictional insights, and community voice into compelling narratives across digital, print, media, and convenings
- Design and implement culturally responsive activations integrating music, art, fashion, and community voice to deepen engagement and expand national visibility
- Oversee brand voice, tone, and visual identity, ensuring consistency and integrity across all platforms, partners, and jurisdictions
- Direct content strategy and editorial vision across digital platforms (web, social, field briefings), aligning messaging with organizational priorities and impact goals
- Manage cross-functional collaboration with multiple departments to ensure data-driven, community-informed storytelling
- Lead planning and execution of multi-channel campaigns and cultural initiatives, including timelines, scopes of work, and performance outcomes
- Oversee and manage creative vendors, consultants, and internal creative teams, ensuring high-quality execution and innovation
- Contribute to executive communications, fundraising, advocacy, and national narrative strategy
- Represent the organization in external communications, storytelling, and cultural strategy spaces

EXPERIENCE

Columbus City Schools

Chief of Communications & Engagement October 2023 - February 2025

- Oversee Communications & Engagement department for the largest school district in Ohio (managing a staff that includes graphic designers, public relations specialists, executive directors, media tech (including WCBE radio) and community and family engagement project managers)
- Act as primary spokesperson and media liaison; authored press releases, statements, and op-eds on behalf of executive leadership.
- Oversee high-impact campaigns and messaging aligning with enterprise goals and community values.
- Implement proactive media strategies and lead brand reputation initiatives across platforms.
- Lead crisis communication efforts along with emergency messaging, ensuring timely and accurate information is disseminated to all stakeholders
- Execute the district's digital communications plan including social media
- Ensure consistency in branding and promoting and protecting the district's brand identity
- Create and manage departmental budget(s) to ensure a healthy return on investment

East Baton Rouge Parish School System

Chief of Communications & Family Engagement May 2022 - August 2023

- Oversee Communications department for 2nd largest school district in Louisiana (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
- Oversee all district-wide marketing, promotional materials and media such as presentations, billboards, graphic designs, press releases, etc.
- Manage marketing budgets for multiple departments, ensure compliance, and provide guidance for RFP's
- Maintain effective communication and working relationships with School Board members and stakeholders
- Develop and execute comprehensive communications plans supporting system-wide priorities including equity, access, and innovation.
- Lead crisis response protocols and internal communications for 5,000+ employees.
- Strengthen public trust through transparent storytelling and relationship-building with local and national media.

Director of Communications & Public Relations May 2021 - May 2022

- Assist in the creation of digital, video, audio, and print content
- Track engagement across various platforms and make data-driven decisions
- Deliver strategic counsel to senior leadership; developed executive messaging and media engagement strategies.
- Produce multimedia campaigns promoting student success, educator excellence, and public investment.
- Support development and fundraising initiatives through compelling content and brand storytelling.

EXPERIENCE

Knock Knock Children's Museum April 2018 - October 2020

Marketing & Communications Manager

- Direct public relations and brand strategy to increase visibility, attendance, and donor engagement.
- Manage cross-platform communications, media relations, and budget planning.
- Serve as on-air spokesperson and coordinator of crisis messaging.
- Content creation for company website and social media pages
- Special event execution for donors, members, and volunteers
- Coordinating project management of all marketing contract services
- Intern Coordinator in charge of scheduling, task assignments, mentoring, and supervising

Liberty's Kitchen October 2017 - April 2018

Marketing Manager

- Overall strategic marketing (planning & execution)
- Develop brand voice and storytelling strategy for youth development nonprofit.
- Create mission-driven campaigns highlighting impact and stakeholder engagement.
- Manage content, design, media outreach, and donor communications.
- Project management for budget allocation for events, promotions, recruitment, etc.
- Event management, grassroots marketing and company liaison for inquiries and public appearances
- Utilized CRM tools for in-kind and monetary donations

Power Move Management & Consulting May 2004 - Present

Contract Marketing & Management Services

- Provide executive communications, media consulting, branding, and strategic marketing to clients in healthcare, education, entertainment, and nonprofit sectors.
- Manage multi-channel communications campaigns, coordinate national media coverage, and lead organizational transformations through branding and stakeholder strategy.
- Client Examples:
  - **Jor'Dan Armstrong:** Creating artist release timelines, oversee all project dates and deadlines, branding and consultation, booking agent, analyze streaming and social media data, content creation, promotional events and contests, and oversee financials
  - **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/public relations consultant, including creating marketing plans
  - **LHA Trust Funds**: Press releases, graphic designs for marketing materials, website and social media content creation and distribution
  - **Cenikor Baton Rouge**: Event planner for annual fundraiser, secure sponsorship dollars, silent auction items, and media placements
  - **Providence**: 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

EXPERIENCE

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

- Teach courses on speech/communications and career development
- Prepare lesson plans, train students, evaluate student's development skills, track attendance, and grades

YWCA Greater Baton Rouge May 2007 - January 2010

Program Manager

- Communications liaison with media outlets, local schools, and sponsors
- Hire, train, and supervise program staff
- Conduct pre and post assessments to students to analyze program success
- Create 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 Raising Cane's River Center July 2006 - April 2007

Event Coordinator

- Plan and coordinated various B2B 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
- Conduct 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
- Manage and supervise upwards of 100 staff and event personnel
- Generate final event cost estimates, work orders, and post event analysis

AFFILIATIONS

Forbes BLK Member	Present
International Associaltion of Minority Women in Public Relations	Member 2019 - Present
International Associaltion of Women	Member 2024 - Present
Delta Sigma Theta Sorority, Inc. **Baton Rouge Sigma Alumnae Chapter - Journalist**	Regional Leadership Team 2019-2021 Member 2018 - Present
Leadership Baton Rouge Cohort **Baton Rouge Area Chamber**	2020 Graduate Alumni 2020 - Present
The National Coalition of 100 Black Women, Inc. **Metropolitan Baton Rouge Chapter**	Charter Member & Director of Communications 2016-2018
St. Joseph's Academy **Diversity Action Committee**	Member 2021 - 2023
Loyola University Alumni Association **Board of Directors**	Member 2020-2022
Independent Recording Artists & Arts Awards (IRAA)	Director of Operations 2016-2019

LETRECE GRIFFIN - BEYOND THE RESUME

AUTHOR

Author of two books and one workbook

- **The Write Way: A 21-Day Interactive Journey to Self-Love and Awareness**
  - A devotional/journal that uses real-life experiences to illustrate the importance of self-love
- **The G-Code: 15 Keys to Successful Marketing and Branding**
  - A go-to manual to help readers understand the concepts of marketing and branding through pop culture references and industry principles
- **The G-Code Glow-Up: A Marketing and Branding Workbook**
  - An interactive workbook that provides real life examples to enhance understanding of marketing and branding tactics and best practices. The workbook includes activities and worksheets to help you create, manage, and enhance your marketing and branding efforts.

VOLUNTEER AND PUBLIC SPEAKER

Volunteer work is centered around community, social activism, and empowerment. Speaking engagements include facilitating workshops and giving presentations on entrepreneurship, marketing, branding, and social media management

- **Volunteer organizations include:** Capital Area United Way, Delta Sigma Theta Sorority, Inc., Outstanding Mature Girlz, 100 Black Women of Metropolitan Baton Rouge, Top Box Foods, and It Takes a Village
- **Speaking engagements include:** Council of Great City Schools, Cities United, Minority Business Expo, National School Public Relations Association, Black Author's Matter Tour, and the BRidge Agency

EVENT CURATOR

Over 15 years of event production and curation including small, medium and large-scale events, community meetings and fundraisers

- **Examples include:** Town Halls, Community Meetings, Concerts, Awards Ceremonies, Luncheons, Conferences, Film Screenings, and Vendor Showcases