


LETRECE R. GRIFFIN

COMMUNICATIONS PROFESSIONAL

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

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

ACCOLADES

- 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

With over 20 years of experience in marketing and communications, I am a strategic and creative leader who drives impactful and engaging campaigns for diverse audiences and stakeholders. I have a passion for storytelling, brand building, and community outreach. I leverage my expertise in new media and social networking to amplify the voice and vision of clients.

EXPERIENCE

Columbus City Schools

Chief of Communications & Engagement October 2023 - Present

- 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 and community and family engagement project managers)
- Holistic brand management and strategic communication planning to ensure alignment with the district's mission and goals
- Managing relationships with local, regional and national media along with preparing press releases, statements and media advisories
- Develop and implement strategies to engage parents, students, staff and community stakeholders, including event management and execution
- Oversee internal communication efforts to ensure staff are informed and engaged
- 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 - 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
- Research-driven strategic communication, integrated marketing and analysis
- 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
- Community engagement efforts including event management. planning and strategy
- Generate executive communications, including presentations, reports, speeches, talking points as needed, social media toolkits and crisis communications

Director of Communications & Public Relations

May 2021 - May 2022

- 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
- Create and manage releases of press releases, media alerts and press conferences

Knock Knock Children's Museum

April 2018 - October 2020

Marketing & Communications Manager

- 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

Liberty's Kitchen

October 2017 - April 2018

Marketing Manager

- 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 management, grassroots marketing and company liaison for inquiries and public appearances
- Creating press releases and media advisories



Power Move Management & Consulting

May 2004 - Present

Contract Marketing & Management 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 events
- 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 consultant, including creating marketing plans
 - **LHA Trust Funds:** Press releases, graphic designs for marketing materials, website and social media content creation and distribution
 - **Kenikor Baton Rouge:** Event planner for annual fundraiser, secure sponsorships, 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

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, and grades

YWCA Greater Baton Rouge

May 2007 - January 2010

Program Manager

- 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.)



EXPERIENCE

The Raising Cane's River Center **Event Coordinator**

July 2006 - April 2007

- Planned 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
- 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

AFFILIATIONS

Forbes BLK Member

Present

International Association of Minority Women in Public Relations

Member 2019 - Present

Delta Sigma Theta Sorority, Inc. **Baton Rouge Sigma Alumnae Chapter - Journalist**

Regional Leadership Team 2019-2021
Member 2018 - Present

St. Joseph's Academy **Diversity Action Committee**

Member 2021 - Present

Leadership Baton Rouge Cohort **Baton Rouge Area Chamber**

2020 Graduate
Alumni 2020 - Present

Loyola University Alumni Association **Board of Directors**

Member 2020-2022

The National Coalition of 100 Black Women, Inc. **Metropolitan Baton Rouge Chapter**

Charter Member & Director of Communications 2016-2018

Independent Recording Artists & Arts Awards (IRAA)

Director of Operations 2016-2019