

Professional Summary	Strategic communications professional with extensive experience supporting government and public-sector organizations through digital outreach, social media strategy, media relations, and stakeholder engagement. Proven ability to develop and execute communications strategies that expand digital presence, translate complex information for diverse audiences, and support mission-driven organizations. Brings a strong background working within law enforcement, public health-adjacent services, and county government environments.
Education	Master of Business Administration (MBA) – In Progress University at Buffalo Expected May 2027 Bachelor of Arts in Public Communication Buffalo State College December 2009
Relevant Experience	Public Relations Specialist Charles County Sheriff's Office June 2024 – Present - Develop and implement public relations and digital communications strategies supporting a large public safety agency and its leadership. - Manage all agency social media accounts, including content development, audience engagement, and platform growth. - Create, edit, and publish internal and external communications including annual reports, newsletters, brochures, press releases, and website content. - Research, write, and prepare speeches, correspondence, and messaging for the Sheriff and command staff. - Coordinate digital and traditional media outreach, working directly with television, radio, print, and online news organizations. - Serve as agency spokesperson when required, including live or recorded media appearances. - Develop video productions and visual assets to support outreach, education, and transparency initiatives. - Assist in crisis communications, ensuring information release aligns with policy, investigative integrity, and public trust. - Advise senior leadership on media strategy, emerging issues, and community relations concerns. Public Relations Assistant Erie County Department of Senior Services April 2023 – May 2024 - Planned and executed educational, public relations, and social media campaigns supporting federally, state, and locally funded programs. - Oversaw departmental social media content, ensuring accurate, accessible, and timely information dissemination to diverse audiences. - Conducted research and information studies to measure public awareness, attitudes, and engagement with senior services programs. - Prepared informational releases, speeches, and briefings for executive leadership. - Represented department leadership in communications with governmental, nonprofit, and community-based organizations. - Coordinated special events and outreach initiatives to expand program awareness and public engagement. - Developed visually engaging digital content using graphics and design principles to increase reach and understanding.

Junior Administrative Assistant**Erie County Department of Public Works** | June 2019 – December 2021

- Created and managed daily and campaign-based social media content highlighting departmental operations and public service impact.
- Developed branded messaging initiatives, including the #DPWworks campaign, to improve public perception and transparency.
- Produced short-form educational video series explaining routine infrastructure and safety operations to the public.
- Led video storytelling initiatives, including a featured Women in Construction Week production to support workforce outreach and diversity.
- Coordinated messaging across departments and supported leadership with reports, statistics, and public-facing materials.

**Additional
Communications
Experience****Social Welfare Examiner****Erie County Department of Social Services**

Nov 2015 – June 2019; Aug 2022 – April 2023

- Communicated complex eligibility and policy information to the public with clarity, accuracy, and empathy.
- Prepared detailed documentation, reports, and data summaries supporting compliance and decision-making.

Admissions Assistant (Temporary)**University at Buffalo** | December 2021 – April 2022

- Supported large-scale outreach events, presentations, and public-facing communications on and off campus.
- Represented the institution to students, families, and community partners.

Specialist**Apple** | October 2021 – August 2022

- Delivered customer-facing education on complex technical products, translating information into clear, audience-appropriate messaging.
- Supported inclusive communication and customer engagement in a fast-paced environment.

Technical & Digital Skills

- Social Media Management: Hootsuite, platform analytics
- Content Creation: Adobe Premiere, Photoshop, Lightroom
- Web & Digital Tools: WIX, SEO, G Suite
- Productivity & Data: Microsoft Office, SAP ERP, OnBase
- Photography & Videography