Tomika DePriest

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Summary

# Results-oriented Marketing Communications Leader with proven ability to lead fast-paced organizations under tight deadlines and considerable pressure. Award-winning expertise in developing strategies and campaigns within budget that expand or leverage brand awareness, solve problems and help drive revenue generation. Highly effective change management agent, operations/organizational developer and team builder.

**Professional Experience**

EMORY UNIVERSITY 2016 – Present

**Senior Director of Communications**

Develop and guide branding, interactive communications, publications and media relations strategy for Emory Campus Life. Works with the team and key stakeholders to create compelling stories, campaigns and initiatives that make an impact on the community and world. Serves as a member of the executive leadership team, provides counsel on reputational and operational issues.

* Generated more than 90 million media impressions on Emory Campus Life’s racial and social justice initiative within first six months of employment with key placements in Chronicle of Higher Education, Inside Higher Education, The Atlantic and Huffington Post
* Increased social media engagement more than 20% in one year
* Played a key role in helping to shape the accountability model for Commission on Racial and Social Justice and serves as a member of the steering committee
* Developed and executed strategies and tactics for response to the Black Student Protest, Undocumented Students Protest, Trump Chalking and Greek Life stakeholder issues
* Developed and implemented communication strategies and tactics in response to critical campus incidents, including mumps, hand-foot-mouth disease and chicken pox

SPELMAN COLLEGE 2002 - 2015

**Assistant to the President for Strategic Initiatives** (2014 to 2015)

Provide reputation management and project leadership in support of the President, Senior Team and Board of Trustees Executive Committee during presidential transition and in support of hiring the college’s 10th president; Team lead on special projects involving community and campus relations, as assigned.

**Executive Director, Communications** (2005 to 2014)

**Director, Public Relations** (2002 to 2005)

Oversee a nearly $1M-plus budget and 11-member team, and provide strategic counsel to the Board of Trustees, President and Senior Team. Direct brand management/institutional positioning, media relations, advertising, web/social media communications and publications. Areas of focus include development/fundraising, student recruitment and emergency communications.

* Partnered with the President, Board of Trustees, Institutional Advancement and College Relations to develop and execute a presidential retirement communication plan, and to support communications and constituent engagement centered on the process for new president selection and subsequent appointment of the 10th President
* Created and launched a comprehensive communications plan in support of the college’s fundraising campaign, including strategies for campus outreach, media relations, interactive communications and publications that helped generate $157.8 million
* Led development of new [www.spelman.edu](http://www.spelman.edu), including front-end and back-end requirements; targeting primarily prospective students (launched 5/31/2012); Best Web Site Award, Bulldog Reporter, 2013
* Grew Web site traffic on [www.spelman.edu](http://www.spelman.edu) from an average of 60,000 monthly visitors in 2004 to nearly 300,000 monthly visitors in 2014
* Launched the interactive unit in the Office of Communications in 2009, including enterprise-wide social media implementation (new monthly online magazine, Facebook, YouTube, Twitter, along with new web and social media policies); Ranked #17 Top Social Media College by Studentadvisor.com, 2013
* Developed a media relations function that averaged two to three billion-plus media impressions in local, national and international outlets consistently over a five-year period, featuring coverage in Chronicle of Higher Education, New York Times, Washington Post, London Times, Le Monde, and on CNN, NPR, NBC, ABC, CBS, and Fox
* Executed thought-leader campaigns in partnership with the President, leveraging her background as a race relations and higher education expert, along with select executives and faculty members to position them as go-to sources for media such as CNN, CBS News with Katie Couric, Today Show, Bloomberg TV, Huffington Post, Inside Higher Ed, and NPR
* Led institutional branding study targeted toward trustees, faculty, staff, students and alumnae, resulting in a new positioning statement, six brand promises and a new tagline, and launched a comprehensive campaign to roll out the enhanced identify internally and externally

TURNER BROADCASTING SYSTEM, INC.

**Producer** 2000 to 2002

Developed and implemented marketing programs for on-air programming and web-based initiatives, using an integrated approach to create comprehensive campaigns that helped drive network viewership and online traffic.

* Created and executed marketing plans that led to growth in [www.turnersouth.com](http://www.turnersouth.com) from an average of 80,000 visits per month to 300,000 visits per month during the period of September 2000 to May 2002
* Produced original content via a mix of photography, media interviews and digital video shoots to market TBS and Turner South network programming
* Led the development of micro-sites and interactive content for turnersouth.com, including micro-sites, e-mail newsletters, video, blogs, live chats, photo galleries, online contests, message boards, & ads.
* Supervised creative and technical staff, and managed web development contractors and vendors

SOUTHERN COMPANY

**Senior Communications Specialist/Editor**  1997 to 2000

Team lead of Southern Company’s online communicator’s group, responsible for employee communication initiatives such as the intranet and e-newsletters; Responsible for editorial leadership of company publications and other executive communications

* Created six-figure, cost-savings by converting a company newsletter into an online publication
* Led the redesign and reorganization of Southern Company’s intranet, evolving it from a basic interface of overcrowded links to a well-branded and user-friendly portal
* Consulted content owners across the organization on technical, content and design standards to ensure consistent branding and messaging
* Planned, edited and wrote articles, and managed overall production of Highlights, bi-monthly publication circulated to 30,000 employees, and Inside, a subsidiary newsletter
* Supervised entry-level communications staff; managed company’s formal internship program, including recruitment, daily supervision and performance evaluation

THE ATLANTA TRIBUNE

**Contributing Editor/Staff Writer** 1993 to 1997

Worked with the editorial team to develop and implement annual publication plans. Covered business, politics and travel. Responsible for developing story ideas, conducting interviews and writing cover stories, features, profiles and Q&As.

* Played a key role in the production process, editing copy, organizing photo shoots and providing input on the overall magazine layout for bi-weekly, then later monthly editions
* Won awards for best community reporting and best news feature writing from the Atlanta Association of Black Journalists and Atlanta Media Women, respectively
* Represented the publication at special programs and events, including broadcast and educational opportunities

# Education

**Institute for Educational Management Certificate**, Harvard University, Graduate School of Education, Boston, MA

**Master of Arts, Humanities**, Clark Atlanta University, Atlanta, GA

**Bachelor of Arts, English**, Spelman College, Atlanta, GA

**Professional Recognition**

Bulldog Reporter Gold Award for Media Relations, Bulldog Reporter, 2013

Silver Anvil Award of Excellence, Public Relations Society of America, 2013

Best of Phoenix Award, Public Relations Society of America-GA Chapter, 2013

Best Integrated Communications Program, Public Relations Society-GA Chapter, 2013

Honorable Mention, PR Person of the Year: Academic Institution, PR News, 2009

Gold Award, Best Response to Breaking News Award, Bulldog Reporter,2007

PR Person of the Year: Education**,** PR News,2007

**Community Involvement**

Public Relations Society of America, National/GA Chapter, Social Media Committee and Awards Judge

Council of Advancement and Support in Education (CASE), Member and Awards Judge

Atlanta Press Club, Former Member

National Association of Black Journalists, Former Member

Black Women Film Network, Board Chair Emeritus, Board Member

Public Broadcasting Atlanta, Former Chair, University Caste and Former Board Member