

MEKAYLA VANESSA DAVIS, MS, APR

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Dynamic executive with 10+ years of experience in the Public Relations field, spanning non-profit and local government sectors. Proven expertise in developing impactful social media campaigns, crisis management, establishing community outreach programs, and increasing public approval.

Areas of Expertise: Media and Public Relations / Digital Communications Strategies / Crisis Management / Customer Service / Press Releases / Brand Development / Budget Management / Social Media Management (Including Latest Digital Tools and Trends) / Networking / Internal and External Communications / Employee Engagement / Microsoft Office Suite / WordPress

PROFESSIONAL EXPERIENCE

Associate Director of Communications

Arton County, Cumming, GA | July 2016 – Present

Directed both internal and external communications strategies for Arton County, effectively serving the diverse needs of 228,000 residents and enhancing departmental outreach.

- Orchestrated a comprehensive public relations strategy, enhancing county-wide communication and community relations.
- Spearheaded the development and implementation of new customer service policies for the Health & Human Services department, boosting customer satisfaction ratings from 40% to 60% in six months.
- Initiated and moderated Open Meetings, fostering improved community engagement and feedback.
- Excelled in emergency response communications, leading a dynamic team through high-pressure situations like Hurricane Jenny with commendable crisis management, recognized as STAR Employee of the Month.
- Established a positive reputation with national media and created strong relationships with key influencers.

Public Relations Supervisor

Chandler County, Lawrenceville, GA | October 2013 – July 2016

Oversaw a team comprising 5 full-time staff and 3 interns, catering to the needs of 920,000 residents of Chandler County.

- Led a team of eight, driving community engagement through innovative monthly events and social media strategies.
- Increased participation in Family Fun Day at Sanders Park by 20% annually through effective promotional activities.
- Strategically administered a \$350,000 public relations budget, showcasing strong financial acumen in optimizing resources for events, promotions, and staff development.
- Awarded Distinguished Employee of the Month for exemplary crisis management skills.

Social Media Specialist

Healing and Helping Hands, Cumming, GA | June 2008 – October 2013

Led the coordination of social media initiatives and crafted an all-encompassing social media strategy.

- Steered brand development and management through the growth of the social media department, significantly enhancing brand visibility and fundraising outcomes.
- Enhanced media relations with local outlets such as the Arton Herald, WRB-TV, Fox 5 Atlanta, and CBS46 News, leading to a 300% increase in fundraiser revenue over two years.
- Increased participation in the National Child Abuse Prevention.

EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY

Master of Science in Communications (Public Relations Specialization), December 2020

University of North Georgia, Gainesville, GA

Bachelor of Arts in Communications (Organizational Leadership Specialization), May 2007

- Vice President of the Asian Student Association (ASA)
- President of the Public Relations Student Society of America (PRSSA)

CERTIFICATIONS

Public Relations Society of America, Accredited in Public Relations, 2018 - Present