



**LeQuinta (Taylor) Bryant**

**Assistant Professor – Clinical Track**

University of West Georgia  
1601 Maple Street  
Carrollton, GA

**EDUCATION**

**Master of Science, Communications and Information Design, 2017**

Kennesaw State University, Kennesaw, GA \*also completed coursework for digital and social certification

**Master of Arts, Higher and Postsecondary Education, 2007**

Columbia University Teachers College, New York, NY

**Bachelor of Science, Business Education, 2005**

Alabama State University, Montgomery, AL

**COURSES AND CAREER EXPERIENCE**

**UNIVERSITY OF WEST GEORGIA – CARROLLTON, GA**

**Aug. 2018 - present**

**Clinical Assistant Professor, Public Relations**

**Courses Taught:**

- Public relations campaigns
- Public relations management
- Public relations writing
- Social and digital media
- Intro to mass communications

**UNIVERSITY OF ALABAMA – TUSCALOOSA, AL**

**April 2017 - June 2018**

**Director of Communications, Strategic Communications**

Serves as a central communication, press and public relations expert on a variety high profile projects with institution-wide impact. Manages university communications team on a daily basis, prioritizing assignments for writing, photography and multimedia pieces. Works with AVP to manage crisis communications and to develop and execute strategic planning initiatives, while identifying avenues and opportunities key to the reputation development and positive positioning of University Alabama.

**Core Duties:**

- Oversee university internal communication for more than 37,000 students and 14,000 faculty and staff
- Manage university reputation through strategic external communication
- Establish communications framework to identify and convey success stories to key audience
- Manage team of nine campus communicators to produce highly engaging content for UA News Center
- Lead divisional creative process for storytelling that aligns with university's strategic plan
- Maintain and create relationships with the media and stakeholders

- Direct the long-range strategic planning, operations and administrative activities of the university's communications programs
- Provide media training to university administrators and student leaders for on-camera interviewing
- Create and respond to requests from local and national press
- Work collaboratively within the Division of Strategic Communications to develop content strategy
- Assist the Associate Vice President of Communications with executive communications and issues management

#### **Recent Accomplishments:**

- Increased media pick-up by 17 percent in first three months
- Lead the effort to develop an effective student newsletter to increase traffic to UA News Center
- Increased student engagement of merit through effective promoting
- Implemented public relations plan to increase in-state enrollment

#### **Leadership Roles:**

- Serve on leadership team for university crises
- U.S. News & World Report ranking committee for UA
- Lead in organizing and planning Campus Communicators Network meetings
- Served on in-state recruitment committee for UA
- Student Health Center hiring committee for marketing specialist

#### **Recent Recognition:**

- Named member of Alabama State University's inaugural Fifty Under Fifty Class
- Voted PRSA's Georgia's Top 40 Under 40

#### **UNIVERSITY OF WEST GEORGIA – CARROLLTON, GA**

**Nov. 2012 – March 2017**

**Assistant Director of Communications, University Communications and Marketing**

**Communications Specialist-Senior, University Communications and Marketing**

**Communications Specialist-Associate, University Communications and Marketing**

**Manager of Communications, Honors College**

Served as a central communications, press and public relations expert on a variety of high profile projects with institution-wide impact. Managed university communications team on a daily basis, prioritizing assignments for writing, photography and multimedia pieces. Worked with AVP to manage crisis communications and to develop and execute strategic planning initiatives, while identifying avenues and opportunities key to the reputation development and positive positioning of University of West Georgia. Created the strategic communications plan for the Honors College to assist in improving and broadening the reputation of the Honors College.

#### **Core Duties:**

- Guided and advised deans and university leaders on communications plans
- Served as final decision maker for university-wide newsletter, news website and social media content
- Chaired official university social media committee for the implementation of policies and procedures
- Responsible for setting staff and departmental goals and guiding the assessment process

- Prioritized fiscal year budgeting and staff requests
- Maintained and created relationships with the media and stakeholders
- Managed daily news and digital content; understood story positioning across broad constituencies
- Tasked with developing communications plan for Honors College to align with university strategic plan

**Accomplishments:**

- Created strategy to gain 1,000 followers in two months for social media account and reach by 112 percent
- Accepted to present at the 2017 CASE Conference on social and digital media storytelling
- Accepted to present at the 2017 GEAC conference on public relations strategy
- Increased story pick-up by 30 percent in less than a year through effective strategizing
- Responsible for setting staff and departmental goals and guiding the assessment process
- Improved internal communication with the creation of the Work West Bulletin

**Leadership Roles:**

- UWG Leadership Development Institute, social team chair
- University social media committee, committee chair
- Selected by university president to present at DevelopWest professional development training
- Served on a total of four hiring committees throughout the university

**CLEAR CHANNEL MEDIA AND ENTERTAINMENT – MONTGOMERY, AL  
News and Public Affairs Director**

**Oct. 2008 – May 2012**

Managed department in addition to overseeing community relations and providing on-air and in-person media interviews. Served as primary media contact, overseeing all public relations, community awareness and campaigns. Lead efforts in working with nonprofit organizations for fundraising and awareness opportunities. Developed press releases and promotional materials. Maintained public files of events and campaigns and executed all events and created company partnerships.

**Accomplishments:**

- Implemented and organized six new projects for company within first year
- Improved public awareness to increase traffic and sales by developing and implementing strong campaigns
- Enhanced relationships with television broadcast stations to gain recognition and better press coverage
- Leveraged strengths in cost-effective marketing, using a minimal budget

**Awards:**

- 2011 Best Talk Show for medium market, Alabama Broadcasters Association, 2011
- Best Radio Service Project, Alabama Broadcasters Association, 2010
- Clear Channel Spirit Recognition Award, 2010
- Best Public Service Announcement Award, Alabama Broadcasters Association, 2009
- Best Public Service Campaign, American Advertising Federation, 2009

**ALABAMA STATE UNIVERSITY – MONTGOMERY, AL**  
**Senior News Correspondent, WVAS 90.7**  
**News Reporter II, WVAS 90.7**

**July 2007 – Oct. 2008**

Advanced through promotions with company, using management and leadership skills to craft an award-winning team. Created an organized system for delivering information from the university to supporters and from supporters to the university. Assisted in the organizing of annual fundraising campaigns. Interacted with media, community members, and customers to maximize exposure and university mission.

**Accomplishments and Additional Duties:**

- Promoted to management position within the first six months of working with the company
- Won team reporter award—a result of effective managing and creating a competent team
- Identified and analyzed issues of the department to present to the manager for correction
- Created an effective communication system in the department within the first month of being promoted

**Black Entertainment Television Radio Network – New York, NY**  
**Contributing Writer**

**Sept. 2005 – Dec. 2006**

Wrote entertainment news stories to distribute to 126-network work radio station daily. Successfully worked with the producer to write weekly scripts for the 106 and Park radio show. Directed and supervised voiceover needs for company with celebrity guests. Attended press conferences, movie junkets and movie event to gather sound bites for stories and company media files.

**STUDENT ENGAGEMENT**

- Trained and supervised more than 20 UWG mass communications student interns on writing, editing, university branding, social media and career placement
- Evaluated student interns for final grades
- Co-taught Honors College XIDS 2002 – WDYKA the Honors College
- Staff advisor for Alpha Lambda Delta
- Guest speaker for more than five mass communications classes and one marketing class
- Guest speaker for UWG's African American Male Initiative on How to Build Your Brand
- Guest speaker and panelist for the UWG chapter of PRSSA
- Managed 23 student interns from Alabama State University's radio and television department

**SOFTWARE SKILLS**

Meltwater Media Monitoring  
Basecamp

Google Analytics  
Merit Pages

Adobe Audition  
RAVE Emergency

Benchmark Email Marketing  
WordPress/OmniUpdate