

# DAVIA ROSE LASSITER

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LEADER • IDEA ARCHITECT • SCHOLAR

## **PROFILE**

Award-winning multimedia communication strategist experienced in project management, public speaking, teaching, and team-building.

## **PROFICIENCIES**

Adobe Illustrator	MailChimp	Advertising	Leadership
Adobe InDesign	Microsoft Office	Branding	Marketing Planning
Adobe Photoshop	Microsoft Teams	Business Acumen	Mentoring
Asana	Social Media	Content Creation	Photography
Buffer	(Facebook, Twitter,	Copywriting	Process Improvement
Canva	TikTok, LinkedIn,	Deadline Management	Public Relations
Constant Contact	YouTube, Instagram)	Event Planning	Research
Drupal	Trello	Graphic Design	Transition Planning
Google Workspace	WordPress	Hiring & Training	Vendor Management
Hootsuite	Zoom	Journalism	Webinars

## **EXPERIENCE (pg 1)**

### **Adjunct Professor**

*University System of Georgia, 2021-present*

#### **University of West Georgia**

*School of Communication, Film and Media*

- Teach Public Relations Principles, PR Cases, and Introduction to Mass Communication in online asynchronous and hybrid formats
- Develop syllabi and lectures, create grading rubric, and utilize D2L to create and deliver course materials
- Integrate original assignments (based on real-world scenarios) with course content
- Created "Ask The Expert" series by exposing students to communication professionals via recorded interviews in order to supplement chapter material

#### **Georgia State University**

*WomenLead in Business*

- Hired as a graduate assistant for Fall 2021
- Promoted to instructor beginning Spring 2022
- Collaborate with instructors for WomenLead in Technology, Entrepreneurship & Innovation, Science, and Policy & Politics for weekly course delivery in a hybrid synchronous format
- Develop syllabus and original assignments, supervise graduate assistant, lead lectures and class discussions, and moderate panels with guest speakers

### **Director of Marketing, Interim**

*Applerouth, 2022-present (contract)*

- Promoted to interim position in May 2022
- Serve as project management lead
- Establish processes for marketing duties including deadline management, staff assignments, and editing
- Coordinate quarterly marketing planning for social media, email communication, campaigns, webinars, and partnerships
- Write copy and design graphics
- Lead "Focus on the Month" meetings with business development team
- Serve on Diversity, Equity and Inclusion team to supplement social media content
- Schedule content on Applerouth's social media platforms
- Support HR team by interviewing candidates

## **EXPERIENCE (pg 2)**

### **Communications Specialist**

*O'Neill Communications, 2022 (contract)*

- Led project planning for clients such as North Carolina Council on Developmental Disabilities, Ohio Developmental Disabilities Council, TiE Atlanta, and TiE New York
- Wrote and edited copy for email newsletters
- Developed press releases for distribution
- Utilized MailChimp and Constant Contact to draft and deliver monthly newsletters, meeting notices, and event announcements
- Supported conference planning for TiECON, an annual conference hosted by TiE Atlanta
- Designed branded graphics for emails

### **Independent Contractor**

*Creative Circle, 2022-present*

#### **Applerouth Tutoring, 2022**

- Developed copy for email marketing to promote events and services
- Attended daily marketing scrum meetings to review and plan campaigns
- Coordinated "Ask The Experts" campaign for college admissions, resulted in 2,300+ registrants
- Developed email campaign for "Ask The APs" webinar, garnering 300+ registrations

#### **Carter's, 2022**

- Collaborated with Human Resources and Marketing Departments for copywriting projects for recruitment
- Helped to revitalize "Sizzle Reel" and "Sizzle Bites" by writing copy for recruitment collateral
- Developed website and email copy for employees for Earth Day fundraising campaign

### **Senior Communications Coordinator**

*The BLK+Cross, 2021-2022 (contract)*

- Oversaw COVID-19 awareness, advocacy, and action messaging for Alive & In Color, a Fulton-County based organization dedicated to health equity for marginalized communities
- Developed strategy and oversaw production of virtual town-hall style events in collaboration with Morehouse School of Medicine and Georgia CEAL
- Led communications team to develop content for social media platforms, aliveandincolor.com, and newsletters
- Engaged vendors to facilitate advertising efforts for brand awareness
- Interviewed, hired, trained, and collaborated with communications team members
- Collaborated with community entities for messaging strategy and community outreach
- Performed administrative and management tasks
- Wrote, edited, and designed creative content to reinforce company branding
- Facilitated and led team meetings

### **Director, Marketing & Communications**

*Georgia Department of Community Affairs, 2019-2021*

- Collaborated with the Governor's Office, county commissions, and other government officials for media relations efforts
- Coordinated internal and external communications (organic and curated content) for social media, blogs, employee newsletters, media advisories, press releases, speeches, and talking points
- Established policies and procedures to manage the intersection of communication, finance, and programming
- Performed website content updates
- Developed marketing strategy to promote success stories and events for 70+ programs
- Hired, trained, and led teams
- Launched branded campaigns for internal and external events and multiple #OnTheDCABlog series for agency programs
- Coordinated the marketing and outreach structure for the Georgia Rental Assistance Program
- Organized agencywide initiatives such as complimentary professional headshots and quarterly website training sessions

## **EXPERIENCE (pg 3)**

**Director of Marketing, 2014-2019 · Marketing Manager, 2013-2014 · PR Specialist, 2012-2013**  
*College of Continuing and Professional Education, Kennesaw State University*

- Led strategic marketing efforts for the College of Continuing and Professional Education
- Managed a Creative Director, Digital Content Specialist, Public Relations Specialist, Administrative Associate, and Assistants
- Oversaw production for photography, video and commercial shoots
- Selected external vendors for advertising
- Served on multiple campuswide committees and CCPE's Senior Leadership team
- Collaborated with Finance, Registration and Finance teams regarding enrollment and budget projections
- Developed and executed revenue-generating inbound and outbound marketing plans for professional, executive and community non-credit programs
- Identified scope for public relations and social media
- Created award-winning "I Did It" campaign focused on student success and storytelling

**Lifestyle Editor, 2009-2012 · Copy Desk Chief, 2007-2009 · Copy Editor, 2007-2007**  
*Times Journal, Inc., Marietta, GA*

- Coordinated News, Food, Real Estate, Schools, Library, Religion, Entertainment, and Features sections
- Managed production of the Marietta Daily Journal, Cherokee Tribune, and Neighbor Newspapers
- Provided final edits on completed layouts involving local news and Associated Press articles
- Set biweekly work schedules and daily production deadlines
- Single-handedly oversaw Lifestyle sections for two newspapers including content development, writing, graphic design and photo shoots (2009-2012)
- Trained and managed a seven-member Copy Desk staff (2007-2009)

**Freelance Copy Editor and Writer, 2006-2012**  
*Atlanta Sports and Fitness, Upscale, Jezebel, Sister2Sister, Warning, SPSU Magazine*

- Pitched and developed articles in areas of business, entertainment, and religion
- Edited various copy including feature articles, calendar listings, beauty articles, pet sections, and travel stories

## **REFERENCES**

### **Sylvia Carson**

Executive Director for Communication  
University of North Georgia  
3820 Mundy Mill Road, Oakwood, GA 30566  
sylvia.carson@ung.edu  
678-717-2373

### **Robert Smith**

Assistant Marketing Director  
Kennesaw State University  
College of Professional Education  
3333 Busbee Drive, Kennesaw, GA 30144  
rsmit268@kennesaw.edu  
678-416-8591

### **Tracey Turman**

Housing Outreach Coordinator  
Georgia Department of Community Affairs  
60 Executive Park South NE, Atlanta, GA 30329  
tracey.turman@dca.ga.gov  
470-504-8173

### **Tommy Winston, PT, DPT, MAT, CMP**

Program Coordinator  
Physical Therapy Assistant Program  
Meridian Community College  
910 Highway North, Meridian, MS 39307  
twinstol@meridiancc.edu  
601-484-8613

## **CREDENTIALS, PRESENTATIONS, SERVICE, & AWARDS**

Lifelong learner who values knowledge development and consumption; an engaging public speaker who aims to teach and connect with the audience; an advocate for serving diverse populations; and a grateful recipient of several recognitions from professional and service organizations.

### **EDUCATION**

#### **Doctor of Philosophy, Public Communication**

*Emphasis: Media & Society*

Georgia State University, 2019-present

Communication Graduate  
Student Association  
President (2022-present)  
Vice President (2021-2022)

WomenLead  
Faculty, Business Section (2022-present)  
Graduate Assistant (2021-2022)

#### **Master of Arts, Journalism and Mass Communication**

University of Georgia, 2006

Master's Thesis:

"Parasocial Interaction: *That's So Raven and the African American Tween Audience*"

#### **Bachelor of Arts, Journalism (News-Editorial) Business Administration (minor)**

University of Southern Mississippi, 2004

McNair Scholar Research:

"A Convergence of Culture:

A Content Analysis of European Standards of  
Beauty in Cosmetic Advertisements  
in *Ebony* Magazine (1983-2003)"

#### **Professional Certificates**

Kennesaw State University

- Graphic Web Design, 2019
- Social Media Marketing, 2013

#### **Certificates of Completion**

Kennesaw State University

- InDesign Introduction, 2019
- Creating Web Pages (HTML), 2018
- Business Acumen for Professionals, 2016
- Business and Marketing Writing, 2013

### **CONFERENCE PRESENTATIONS**

#### **Bull's Eye: A Multi-Layered Approach to Target Marketing**

- Association for Continuing Higher Education (2018)
- Georgia Adult Education Association (2018)
- STAMATS (2019)
- University Professional & Continuing Education Association – South & Mid-Atlantic (2018)

#### **Identity Crisis: A Branding Success Story**

- Georgia Adult Education Association (2016)

#### **Increasing Marketing Efficiency with Marketing Data**

- University Professional & Continuing Education Association – Annual (2018)

#### **The CRM Spectrum: Finding a Solution that Fits**

- University Professional & Continuing Education Association – South & Mid-Atlantic (2018)

#### **True You: How Student Testimonials Can Power Your Marketing and Revitalize Your Brand**

- STAMATS (2018)
- University Professional & Continuing Education Association – Marketing and Enrollment Management Seminar (2016)

#### **We Did It: Utilizing Student Testimonials to Market Your Programs**

- Georgia Adult Education Association (2016)
- Association for Continuing Higher Education National (2016, 2018)

## VIRTUAL PRESENTATIONS

**Bull's Eye:**  
**Marketing Strategy for AmeriCorps VISTA**  
Georgia Department of Community Affairs  
(2021)

**Can Your Hear Me Now?**  
**Communication in the Workplace**  
Georgia Department of Community Affairs  
(2020)

**Spotlighting Student Success**  
Continuing Education Association of New York  
(2019)

## COMMUNITY INVOLVEMENT

**Mentor**  
*Hickory Hills Elementary (2018-2022)*  
Connect with elementary-age students  
to provide educational and interpersonal  
support

**Troop Leader**  
*Girl Scouts of America, (2018-2020)*  
Successfully guided Daisy Scouts through first  
two years of their GSUSA journey

**UGA College Mentor**  
*University of Georgia (2016-present)*  
Provide guidance for undergraduates and serve  
as panelist/featured speaker for forums

**Financially Active Member**  
*Alpha Kappa Alpha Sorority, Inc. (2003-present)*  
Serve community through health, arts, financial,  
education and family-focused initiatives

## BOARD MEMBERSHIP

- Georgia Adult Education Association (2016-2017)
- Safe Campuses Now (2004-2006)
- STAMATS (2018-2019)

## AWARDS

- Alpha Kappa Alpha Sorority, Inc.**
- Media Excellence (2009): Recognized for achievement in developing internal and external public relations strategy for the Rho Zeta Omega Chapter.

- Association for Continuing Higher Education**
- Leadership Award (2018): The highest recognition presented by ACHE.
  - Crystal Marketing (2014, 2018)

- Communicator Awards**
- Awards of Excellence, Awards of Distinction (2018)

- Georgia Adult Education Association**
- Innovative Marketing (2014, 2016)

- Georgia Associated Press**
- Lifestyle Feature (2012): Recognized for feature on breast cancer survivor Linda Quick's "End of Bad Hair Days" party when her cancer returned.

- Georgia Press Association**
- Lifestyle Section (2011, 2012)

- Georgia State University  
Department of Communication**
- Harold Davis Outstanding Graduate Service Award (2022)

- Georgia Trend Magazine**
- 40 Under 40 (2021)

- Learning Resources Network**
- Marketing (2015)

- University Professional and  
Continuing Education Association**
- Dorothy Durkin Award for Strategic Innovation in Marketing and/or Enrollment Management (2017)
  - Division Winner (2015, 2016)
  - Gold Awards (2015, 2016, 2017, 2018)
  - Silver Awards (2014, 2015, 2016, 2017, 2018)
  - Bronze Awards (2013, 2015, 2016, 2017, 2018)