

Mekayla Davis

Gainesville, GA | 770-341-8218 | mekaylavdav@gmail.com | linkedin.com/in/mekaylavdavis

Public Relations Professional | Communication Strategist | Social Media Expert

Experienced communications professional adept in public relations, media handling, crisis communication, and community involvement. Committed to utilizing skills in enhancing community interaction, bolstering brand visibility, and orchestrating swift crisis management in dynamic settings. Seeking a challenging role as a Communications Director where strategic planning, team leadership, and innovative communication strategies will drive organizational success.

Areas of Expertise

Strategic Brand Development • Emotional Brand Connection • Market Research & Analysis • Social Media Management • Crisis Management & Resolution • Team Collaboration & Mentorship • Data Analysis • Event Management • Content Creation • Project Management • Media Relations • Microsoft Office Suit • WordPress

Leadership & Impact

- **Implementation:** *Enhanced customer service, resulting in a 20% increase in 6 months by establishing new policies, training, and feedback options.*
- **Engagement:** *Utilized targeted advertising to increase event participation from 25% to 40% in a year.*
- **Management:** *Managed team of 8 direct reports, 5 being full-time.*
- **Collaboration:** *Partnered with various departments to develop new policies and procedures around interacting with the public and key constituents.*
- **Financial:** *Managed annual public relations budget of \$350,000.*

Professional History

Arton County, Cumming, GA

July 2016 – Present

Associate Director of Communications

Served as the primary liaison for public information, managing media relations, press conferences, and as the county spokesperson. Managed communications for a rapidly growing county of over 228,000 residents.

- **Lead a team of 3 employees** in developing a comprehensive public relations strategy.
- Spearheaded initiatives to **enhance customer service, resulting in a 20% increase** in customer approval within 6 months by establishing new policies, Open Meetings for public feedback, and tailored training programs.
- **Implemented crisis management training**, including social media utilization for staff, improving responsiveness and maintaining positive public relations during crises.
- **STAR Employee of the Month | September 2019:** Acknowledged for outstanding multitasking abilities and crisis management during Hurricane Jenny.
- Attained **Accreditation in Public Relations (APR)** from the Public Relations Society of America (PRSA) and completed a **Masters in Communications** with a specialization in **Public Relations** during tenure.

Chandler County, Lawrenceville, GA

October 2013 – July 2016

Public Relations Supervisor

Managed a team of five full-time employees and three interns. Crafted targeted media press releases for monthly activities and newsworthy topics; handled crisis situations with calm and precision; earned the Distinguished Employee of the Month award in August 2015. Established a coaching program for interns to develop press release skills, media relations, blogging, and crisis management using social media.

- **Oversaw an annual public relations budget of \$350,000**, meticulously monitoring expenditures for events, promotional items, and staff expenses.

- Oversaw social media messaging on platforms including **Facebook, Twitter, and Instagram** for a diverse community of over 920,000 residents across 437 square miles.
- Initiated collaborations with county departments, establishing the annual Family Fun Day event, **increasing participation by 20% yearly**.
- Conducted research to align government departments with community expectations, implementing a social media strategy, **expanding followers from 200 to over 3,500** and enhancing interaction metrics.

Healing and Helping Hands, Cumming, GA

June 2008 – October 2013

Social Media Specialist

Pioneered and developed the Social Media Specialist role. Implemented Standard Operating Procedures, media policies, social media strategies, and crisis management procedures, fortifying the organization's communication framework. Designed and executed a comprehensive training program for new hires. Initiated staff expansion to 2 full-time employees and 2 interns through successful budget proposals.

- Amplified community engagement, **increasing event participation from 25% to 40%** within a year.
- Orchestrated media appearances for the annual fundraiser event, witnessing exponential growth from **\$30,000 raised the first year to an average of \$90,000 within 2 years**.
- Spearheaded organizational growth, **expanding annual events from 1 to 3 fundraisers, adding 6 outreach programs** within a year.
- Collaborated closely with the Communications Director; **contributed to speeches, presentations, and monthly blog posts** on WordPress.
- Directed tactical communications, **enhancing community awareness** of services and fostering partnerships with local non-profits.
- Initiated contact and **built partnerships** with local media outlets.

McKenzie PR, Atlanta, GA

May 2007 – August 2007

Public Relations Intern

Functioned with a professional team of 4 experts to create an effective strategy to build brand awareness and handle company crisis. Excelled in the Branding and Crisis departments, gaining hands-on experience and mentorship.

- Participated in crafting and evolving brand identities, mastering the art of **forging emotional connections between consumers and products/services**.
- Conducted proficient **market research and competitive analyses**, contributing to strategic decision-making processes.
- Collaborated within a specialized team to **tackle contemporary challenges** faced by companies, including social issues, environmental impact, employee grievances, and data security breaches.

Education & Certifications

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

Masters of Science Communications, Syracuse University December 2020

- Specialization in Public Relations

Bachelors of Arts in Communications, University of North Georgia May 2007

- Specialization in Organization Leadership
- VP of the Asian Student Association | President of Public Relations Student Society of America