**Paula Owens**

Rex, GA 🞄 (770) 714-1930 🞄 [paula.owens.e@gmail.com](mailto:paula.owens.e@gmail.com) | [www.paulaeowens.com](http://www.paulaeowens.com)

Passionate and innovative communications professional at the senior level, specializing in public relations and digital communications. Skilled at developing and executing marketing and community relations strategies for high-profile organizations and clients. Values leveraging media production and business coordination experience to produce a variety of high-performing creative storytelling techniques across social media, web pages, and traditional media to establish brand identity and promote client organizations.

Marketing & Communications 🞄 Media Campaign Development 🞄 Strategic Planning & Branding 🞄 Public Relations 🞄 Concept Development 🞄 Content Development 🞄 Video Editing & Production 🞄 Project Management 🞄 Social Media Marketing 🞄 Press Releases 🞄 Conflict Resolution 🞄 Team Leadership 🞄 Cross-Functional Communication 🞄 Stakeholder Relationship Development 🞄 Microsoft Office Suite 🞄 Airtable 🞄 Google Analytics 🞄Squarespace 🞄 Granicus 🞄 Hootsuite 🞄 Mentorship 🞄 Word Press 🞄 Wix 🞄 Cision PR NewsWire 🞄 Meltwater

**PROFESSIONAL EXPERIENCE**

**GROUNDSWELL, INC 2024 – Present**

**Vice President of Marketing and Communications – Washington, DC**

Provides strategic marketing and communications leadership and vision for the organization while integrally responsible for building and promoting brand awareness and voice through effective communications, design, and media relationship building that help catapult Groundswell’s footprint and reach nationally.

***Key Accomplishments:***

* Devised a multi-phased strategic marketing and communications plan for the 2024-2025 year
* Proposed a refresh and positioning brand audit to identify Groundswell’s distinctive voice
* Identified the new brand voice for the organization
* Initiated a first-person storytelling narrative for our B2C projects to boost awareness
* Launched an internal communications liaison team with key stakeholders

**CLARK ATLANTA UNIVERSITY 2022 – 2024**

**Communications Manager – Atlanta, GA**

Led communications and public relations campaigns for various university-wide projects, fundraising events, and campus initiatives. Developed communications and engagement strategies, including social media, email marketing, and traditional media. Wrote press releases and media advisories, social media, and other copy for print and digital platforms; and prepares scripts, public service announcements, promos, and talking points for the University’s president and other executive leadership. Successfully built and maintain long-term business relationships with local and national media partners.

***Key Accomplishments:***

* Managed the communications unit’s webmaster, internal and external graphic designers, and social media specialists while fostering creativity, growth, coaching, and improving workflow.
* Developed crisis communications strategies and proactively plan for future crisis strategies.
* Developed and maintains yearly editorial calendar and project tracker for projects.
* Enhanced the visibility, reputation, and public perception of Clark Atlanta University by ensuring communications efforts align with its mission, goals, and vision of the leadership.
* Served as a ghostwriter for leadership, including the president and university department heads.

**CITY OF ATLANTA, DEPARTMENT OF CITY PLANNING 2020 – 2022**

**Senior Public Relations Manager – Atlanta, GA**

Developed and maintained all internal and external marketing and communications channels and initiatives for the Department of City Planning. Prepared press releases, media advisories, and infographics; established and maintained relationships with external media connections; and developed and executed all social media strategies. Coordinated cross-departmental programs and projects and collaborated with the Mayor’s Office on joint projects and communications.

***Key Accomplishments:***

* Managed a cross-functional team of 6, including designers, senior designers, and public information officers, while providing developmental growth opportunities and mentorship.
* Grew social media engagement by 80-110 followers per month.
* Effected inclusive communities through intercultural communication writing styles.
* Partnered with external videographers to create fact-driven, captivating videos for social media and the website.
* Developed crisis communications strategies and implemented an internal crisis task force.
* Served as primary spokesperson for all media inquiries, including open records requests.
* Built PR strategies to support the critical initiatives of each unit umbrellaed under the Department of City Planning, including the Commissioner’s Office, Office of Housing, Office of Buildings, Office of Zoning, Neighborhood Planning Units, and Historic Preservation.

**MILLER OWENS COMMUNICATIONS 2019 – Present**

**Founder and Co-Director of Communications – Atlanta, GA**

Co-founded a communications and public relations agency specializing in crisis communications and client brand development.

***Key Accomplishments:***

* Develops crisis communications strategies, successfully identifying crisis scenarios and implementing and managing reactive communications plans that maintain positive brand identities for clients.
* Establish and maintain relationships with media outlets and government officials, prepare and distribute press statements, and secure on-air interviews for clients on local news networks.
* Plans and coordinates media-related events.
* Prepare clients for media interviews and public appearances by developing talking points, coaching, and practice sessions.

**CNN DIGITAL**  **2008-2020**

**Senior Coordinator – Atlanta, GA**

Responsible for coordinating the business and communications operations for a CNN Newsroom.

Key Accomplishments:

* Managed the communications requests for 300+ employees in a 24/7 breaking newsroom environment to ensure output adhered to CNN standards.
* Led and managed projects through all phases: planning, research, writing/editing, proofreading, reviews, production, and archival.
* Acted as the primary interface for clients, collaborating with corporate business partners and subject matter experts.
* Evaluated requests and proposed communications solutions tailored to project needs.
* Oversaw workflow processes as the project manager, ensuring consistency across all collateral and materials.

**EDUCATION**

**Regent University**

Master of Arts in Communications with a concentration in Social Media and Public Relations

**Alabama A&M University**

Bachelor of Arts in English with a concentration in communications

**MEMBERSHIPS**

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA), Member, National and Georgia Chapters

ALPHA KAPPA ALPHA SORORITY, INC, Member