



Melonee D. Griggs

Digital media maven with diverse experience in community outreach, public relations and communications, and curriculum and instruction

CLICK TO EMAIL
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Non-Profit Management

National Board of Directors for Washington D.C. based non-profit, SΦS®. Author and project lead for national outreach policy, funding sustainability, and manager of national service and branding projects. Training facilitator on outreach and programming implementation, branding, and mentoring. National organizer of national youth conference and scholarship fundraiser.

Thriving Educator

Influential instructor versed in Common Core and college and career ready instruction with nearly **15 years of experience** teaching pre-kindergarten to college. Implemented instructional modalities such as web-based/online systems to improve department's collaborative environment. Vast and inclusive content knowledge in English language and literature. Sought after for instructional advising, test administration, data analysis, and event coordination.

Effectual Administrator

Served as Instructional Facilitator, Community Outreach Lead, and English chair for an urban high school in Memphis ranked in the top 5% in the state of Tennessee. Developed, observed, and coached teachers on effective instructional practices and standard alignment while building capacity within departments. Sought after for committee planning, compliance reporting, policy revision, and student advising.

Creative Entrepreneur

Owner and head creative for MPact Media Group LLC, a digital media boutique firm. Reporter for WKNO News and writer for MLK50 Justice Through Journalism. Sought after **public relations contractor** with leading film festival and New York based PR firm.

TECH SKILLS

Content Creation	•	•	•
Google Collaborative apps	•	•	•
Slack	•	•	•
Adobe Premiere	•	•	
Microsoft Office	•	•	•
Google Analytics & SEO	•	•	

MY SPECIALTIES



Film & Editing



Writing & Blogging

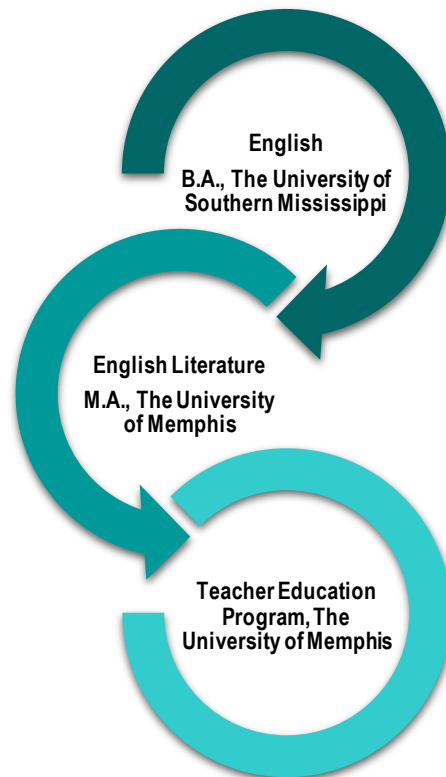


Social Media

PUBLICATIONS & PRESENTATIONS

- o "New city boot law reigns in rough towing companies aim and may lift burden of unfair fees that exploit citizens and criminalize poor" on MLK50.com (Oct. 2017)
- o "Boys and Girls Clubs explore expansion in Shelby County Schools" on WKNO News (May 2017)
- o The SWING Brand of Outreach: National Initiatives and Programming Overview (Jan. 2017, remote)
- o Ebony Pearl Mentoring Program: Guidelines and Oversight Manual Training (Detroit, Mich., 2015)

EDUCATION



WEBSITE

Visit www.mpactmediagroup.com to view my digital portfolio.



LEADERSHIP EXPERIENCE

FOUNDER AND CEO | IMPACT MEDIA GROUP, LLC

June 2012 to present

Head creative for a boutique digital media and public relations consulting firm. Select content creator and public relations manager for one of the largest film festivals in the country.

- ✓ JOURNALISTIC EXPERTISE – Current reporter for WKNO News, public radio station of the Mid-South and writer for the MLK50.com Justice Through Journalism project through the National Civil Rights Museum. Nearly **15 years of experience** as a **writer and reporter** for a number of newspapers and organizations. Former reporter for The Hattiesburg American, **copy and managing editor** for a national non-profit news magazine, **media affairs and public relations officer** for a national women's organization, and digital e-marketing designer and writer for a non-profit and an international film festival.
- ✓ INNOVATIVE & NICHE STORYTELLER – **Creator, director, and editor** of the first digital reality series on a natural hair entrepreneur. **Marketing strategist** for initial #YESWECODE session and coordinated the deck, pitch video, and presenter for mobile application developed by our social entrepreneurship team. **Currently training a team of student interns** to use CMS and tools to create digital stories about humanity, poverty, and race in South Memphis.

ENGLISH INSTRUCTOR | SHELBY COUNTY SCHOOLS

January 2011 to present

Formerly served as instructional facilitator and current department chair for English (middle and high) and 12th grade English instructor at Booker T. Washington High School, nationally recognized by Pres. Barack Obama in 2011 for the Race to the Top Commencement Challenge, recognized in the Top 5% in the state of Tennessee on state tests and one of the oldest high schools in Memphis, now serving grades 6-12.

- ✓ BURGEONING LEADER – Served as **Team Leader** for Teacher & Student Policy Guide committee, BTW Instructional Leadership Team member, **Chair of Community Outreach**, **School Representative** on the People Committee for the South City Redevelopment Committee, Reading improvement plan committee member, and faculty interview panelist. Provided training and observation of department members for improved instructional outcomes.
- ✓ PROGRAM EXPANSION–Created, authored, and coordinated the senior health sciences research project (Capstone) curriculum and manual for an urban high school for 3 school years with a **97% completion rate**. Investigated and proposed plan **to track student outcomes from high school through college** to determine student success rates and retention strategies.
- ✓ CURRICULUM EXPANSION–Established curriculum and instructional design for courses in mythology, etymology, and African American literature and **expanded department course offerings with 2 additional sections per semester**.
- ✓ OUTREACH AND PARTNERSHIPS–Rebranded BTW's alumni fundraiser and exceeded fundraising expectations in first year of committee oversight. Created website and alumni database to build engagement strategies and communication channels. Nurtured partnerships with multiple businesses and organizations to build academic mentoring and program sponsorship components for the school. Provided internal and external communications for outreach and committee work.

NON-PROFIT MANAGEMENT | Swing Phi Swing SFI®

August 2009 to present

Currently serving as national board chair of outreach and partnerships. Managed and directed organizational marketing and communications. Created, directed, and oversaw brand management, media relations, internal communication, initiative launches, and advertising. Managed social media initiatives and digital communication integration.

- ✓ Served as lead communications officer for the organization and is charged with producing all national correspondence on behalf of the Office of the President. Managed national digital and print publications and managed all social media content and/or broadcasts (Facebook, Twitter, Pinterest, Issuu, Google Hangout Live, and YouTube)
- ✓ Authored initial brand book for the corporation. Among brand management guidelines, the National Brand Book includes newly instituted media kit with refined graphics, a national brochure, business card templates, and the introduction of a newly designed corporate seal
- ✓ Served as the Editor-in-Chief of the national newsletter and directed the design and editing of the publication. In the first year, expanded the national newsletter from a 4 page to a 28 page publication.
- ✓ Performed ongoing member/market research and demographic analysis to identify incentives and capitalize on unmet marketing strategies to increase membership and retention
- ✓ Created and managed the e-marketing and social networking initiatives of the organization. Integrated Twitter, YouTube, and Vertical Response to streamline organizational communications and sharing mechanisms for members.

HIGHER EDUCATION PROFESSIONAL | VARIOUS

August 2006 to January 2011

Developed, directed, and evaluated programming and outreach and communications on behalf of the Center for African and African American Studies (CAAAS) at Southern University at New Orleans (SUNO). Served as full time English faculty at Southeastern Louisiana University (SELU), and adjunct faculty at University of Memphis (UM), Southwest Tennessee Community College (STCC), Axia College (University of Phoenix) and Mid-South Community College (MSCC).

- ✓ OPERATIONS AND QUALITY IMPROVEMENT—Implemented a contact database for press, donors, academics, and partners, and expedited editing/revision services for marketing materials to help expedite programming needs in a post-disaster environment in the **first 5 months** at SUNO.
- ✓ BRAND EXPANSION—Used a multi-disciplinary approach for CAAAS to build brand recognition in the community with increased school programs and community events, social justice outreach, advisory board networking, internal/external communications, and media promotions. Attained 3 department memberships to internationally respected academic organizations in first year.
- ✓ PROGRAMMING GROWTH—Campaigned and attained funding up to **\$25,000** for lectures and panel discussions for high profile figures like the late Amiri Baraka and Molefi Asante Jr. at CAAAS through grant and Title III funding. Implemented grassroots based programs to support community development initiatives in New Orleans. Presented at academic conferences like the Toni Morrison Society and the College Language Association (CLA) on behalf of the center.