

DERON KEITH SNYDER

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EXPERIENCE

Acting Director of Marketing & Public Relations **March 2015 to April 2016**
First Baptist Church of Glenarden **Landover, MD** **April 2013 to present**

*Functioned as chief communications strategist for 20,000-member organization with a \$30 annual million budget and 100-plus ministries.

*Developed and executed comprehensive plan for public relations, media relations, community relations, digital content and collateral materials.

*Administered policies and procedures on use of organization's website and social media platforms, producing, reviewing and editing all content while monitoring the access to all applications.

*Served as media spokesperson and liaison for FBCG, advising the Senior Pastor, Chief Operating Officer and senior management team on high-profile events such as the funeral of former Prince George's County Executive Wayne Curry, the funeral of Prince George's County Police Officer Jacai Colson, the nationwide State Farm Neighborhood Awards contest (won five out of six years) and the annual Health Expo that draws more than 3,000 people each summer.

Senior Communications Specialist **April 2013 to present**

*Second in command in MPR Department, managing communications strategies, conceptualizing and implementing collateral materials and assisting in managing the budget.

*Maintain editorial control of FBCG [website](#), magazines, annual reports, pamphlets, brochures, posters, postcards, slides, etc.

*Manage social media platforms for the church's programs as well as third-party partners, producing content, monitoring feedback and controlling access directly and via third-party applications.

*Pitch stories to the media to garner coverage for events such as Christmas in April, with Prince George's County Executive Rushern Baker; Domestic Violence Workshop with Prince George's County State's Attorney Angela Alsobrooks; and annual occurrences such as the Christmas production that draws about 12,000 attendees each year.

*Design and execute campaigns to inform and educate stakeholders of programs involving the church and its partners, including state and local officials, state agencies, non-profit organizations, private businesses and the general public.

*Generate and ensure consistency in standards, tone and voice; help direct crisis communications efforts and manage communications events internally and externally, including the preparation of briefings, talking points and remarks for the Pastor's Office.

*Develop training courses for staff and ministries on church's style, how to market events and how to deal with media; serve as liaison with Social Media Ministry and develop guidelines for posting content.

Independent Communications Contractor
BlackDoor Ventures, Inc.

May 2008 to present
Mitchellville, MD

*Provide editorial, media relations, public relations, community relations and event-planning services for businesses, nonprofits and individuals; write and report [original content](#), as well as consult on guest opinions, presentations and speeches, including [ghost writing](#).

Columnist

The Washington Times,

Washington, D.C.

*Research and write [award-winning sports column](#) on national and local issues, generating and executing ideas to produce compelling and provocative copy.

*Interact with high-level executives and government officials in covering local and national sports issues, including business, community involvement, facilities, educations, etc.

*Appear as guest on various radio and TV shows, locally and nationally, including ESPN, Comcast SportsNet, ESPN 980-AM and 106.7 The Fan.

Columnist/Contributing Writer

TheRoot.com

Washington, D.C.

*Write news and feature articles on variety of subjects for website formerly owned by The Washington Post; wrote [national sports column](#) three times per week, generating and executing ideas to produce compelling and provocative copy.

Communications Coordinator

Howard University Bison Express

Washington, D.C.

*Produce content, and manage social media for the Howard University-chartered fundraising organization that supports HU athletics.

Communications Director

Arthur Turner for County Council

Largo, MD

*Formulated strategic message for District 6 campaign in Prince George's County, managing media and public relations while serving as primary spokesperson.

Editorial Writer/Columnist/Community Ambassador
The News-Press **Fort Myers, FL**

January 2008 to July 2009
June 2000 to July 2009

*Served as member of the Editorial Board who played a lead role in determining the stance and tone of daily editorials on education, government, politics, criminal justice, etc.

*Researched and wrote editorials to stimulate reader interest and mold public opinion, while also interviewing and interacting with newsmakers from the public and private sectors.

*Wrote [award-winning op-ed column](#) that was syndicated in Gannett's 85 daily newspapers and covered a range of topics such as education, business, race, pop culture, etc.

*Served as public speaker representing the newspaper to influence audiences and encourage groups to adopt the organization's programs and positions.

Columnist

June 2000 to January 2008

*Wrote award-winning sports column [syndicated](#) in Gannett's 85 daily newspapers.

*Interacted with high-level executives and government officials in covering local and national sports issues, including business, community involvement, facilities, educations, etc.

*Appeared as frequent guest on various radio and TV shows.

USA Today Baseball Weekly
Staff Writer

Arlington, VA
May 1991 to June 2000

*Researched and wrote cover stories, columns, and news articles for [national publication](#), reporting on MLB from spring training to the regular season and the postseason to the offseason.

*Interviewed newsmakers across the country for exclusive stories and packages, maintaining relationships with top officials in the league offices and within individual franchises.

*Appeared as frequent guest on radio and TV, including ABC, HBO, CNN and MSNBC, discussing on and off-the-field issues, including civics and the business of sports.

EDUCATION

Howard University (Washington, D.C.); BA degree, Journalism

University of Southern California (Los Angeles); Knight Fellowship, Commentary

AWARDS

- “Sports Column Writing,”*** (1st place, over 70,000), Virginia Press Association, 2011
- “Serious Column Writing,”*** (1st place, under 100,000), SPJ/North Central Fla. Chapter, 2008
- “Sports Column Writing,”*** (1st place, under 100K), SPJ/North Central Florida Chapter, 2008
- “Column Writing,”*** (2nd place, 50K-175K), Florida Sports Writers Association, 2006
- “Best Local Columnist,”*** (Runner-up), The News-Press Readers’ Choice Poll, 2006
- “Breaking News,”*** (3rd place, 40K-100K), Associated Press Sports Editors, 2005
- “Sports Column Writing,”*** (3rd place, over 90K), Florida Press Club, 2005
- “Best Local Columnist,”*** (Runner-up), The News-Press Readers’ Choice Poll, 2005
- “Deadline Sports Reporting,”*** (2nd place, over 50K), SPJ/South Florida Chapter, 2004
- “Sports Column Writing,”*** (2nd place, over 90K), Florida Press Club, 2004
- “Commentary,”*** (Honorable Mention, over 50K), SPJ/South Florida Chapter, 2002
- “Column Writing,”*** (3rd place, 50K-175K), Florida Sports Writers Association, 2002
- “Sports Column Writing,”*** (3rd place, over 75K), Florida Press Club, 2001
- “Sports Writing,”*** (2nd place, over 75K), Gannett, 2000
- “Best American Sports Writing,”*** (Honorable Mention), 1993

ACTIVITIES

*Alpha Phi Alpha Fraternity, Inc.; *Association of Opinion Journalists; *Baseball Writers Association of America; *Big Brothers of America; *Gideon’s Army (Teenage Males) Mentoring Program, FBCG; *Lee County School District, Advisory Committee; *Literacy Volunteers of America; *National Association of Black Journalists; *Public Relations Society of America; *Quality Life Center, Inc., Board of Directors; *Senior Usher Board, FBCG; *Urban Journalism Workshop, Washington Association of Black Journalists.