

DERON SNYDER

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PROFILE

A highly talented and seasoned communicator with [award-winning experience](#) in journalism, public relations and community affairs, and a passion for news, business, politics, education and sports. Proficient at copy writing, editing, social media, editorial management and event planning, delivering [impactful results](#) for businesses, nonprofits and individuals, including [TheRoot.com](#), Howard University and ESPN. Possesses superior skills in [storytelling](#), strategic communications and media relations, with experience as a Communications Director and Spokesman in electoral campaigns. Significant reporting, research and Web/Web 2.0 experience.

PROFESSIONAL COMMUNICATIONS EXPERIENCE

First Baptist Church of Glenarden | Landover, Maryland

One of Maryland's largest not-for-profit faith-based organizations, with more than 20,000 members, 250 employees, a \$30 million annual budget and state-of-the-art audio/visual and social media capabilities.

Interim Director of Marketing & Public Relations

March 2015 to April 2016

STRATEGIC PLANNING AND CONSULTING: Functioned as chief communications strategist, developing and executing comprehensive communications plan for public relations, media relations, community relations, social media, digital content and collateral materials.

COMMUNICATION/OUTREACH MANAGEMENT: Served as FBCG media spokesperson and liaison, advising the CEO, COO and senior management team on crisis communications, critical issues and high-profile events; designed and oversaw campaigns to educate stakeholders and partners, including state and local officials, government agencies, nonprofit organizations, businesses and the general public.

PROGRAM/EVENT MANAGEMENT: Created marketing plans for special-event projects, including major annual conferences as a communications lead; collaborated with and provided creative consult to event organizers; provided additional public affairs project management of media relations activities, publications development and partnerships. Developed integrated training curriculum on media relations and event marketing.

MEDIA RELATIONS MANAGEMENT: Managed media coverage for 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

COMMUNICATION STRATEGY: Develop and execute comprehensive marketing communications plans, including media, advertising, and partnership outreach approaches; define target audiences and develop segmented messages and appropriate tactical components; conduct earned media outreach; write communications, media, and Web content/materials in support of clients.

SOCIAL MEDIA MANAGEMENT: Oversee integration of new Social Media team and expand web channel presence. Responsible for the organization's Facebook/Twitter feeds and third-party partners, producing content, monitoring feedback and controlling access.

MEDIA PLACEMENT: Pitch stories and 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 more than 12,000 attendees.

PROFESSIONAL JOURNALISM EXPERIENCE

Staff Columnist The Washington Times

March 2011 to present
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 engagement, facilities, education, 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.

Editorial Writer/Columnist/Community Ambassador The News-Press

June 2000 to July 2009
Fort Myers, Florida

- Served as member of the Editorial Board and played a lead role in determining the stance and tone of daily editorials on education, government, politics, criminal justice, etc.
- Researched and wrote daily editorials to stimulate reader interest and mold public opinion; interviewed and interacted with newsmakers from the public and private sectors.
- Researched and wrote [award-winning op-ed column](#) that was syndicated in Gannett's 85 daily newspapers, covering a range of topics such as education, business, politics, pop culture, etc.
- Served as guest speaker and public representative to assist with brand management and customer relations, influencing audiences to accept the organization's programs and positions.

EDUCATION

Howard University (Washington, D.C.); Bachelor's degree, Journalism
University of Southern California (Los Angeles); Knight Fellowship, Commentary

AWARDS

"Sports Column Writing," (1st place, over 70,000 circulation), Virginia Press Association, 2011
"Serious Column Writing," (1st place, under 100K), 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

AFFILIATIONS/VOLUNTEERISM

Alpha Phi Alpha Fraternity, Inc.; Association of Opinion Journalists; Baseball Writers Association of America; National Association of Black Journalists; Public Relations Society of America; Urban Journalism Workshop, Washington Association of Black Journalists.

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