

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, education, politics, business and sports. Proficient at writing, editing, social media, editorial management and event planning, delivering [impactful results](#). Possesses superior skills in [storytelling](#), strategic communications and media relations, with experience as a Communications Director and spokesperson in electoral campaigns. Significant reporting, interviewing, research and digital experience.

PROFESSIONAL JOURNALISM EXPERIENCE

Columnist

The Washington Times

March 2011 to December 2019

Washington, D.C.

- Researched and wrote [award-winning sports column](#) on national and local issues, generating and executing ideas to produce compelling and provocative copy.
- Interacted with high-level executives and government officials in covering local and national sports issues, including business, community engagement, facilities, education, etc.
- Appeared 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/Op-Ed Columnist/Community Ambassador

Columnist

The News-Press

January 2008 to July 2009

June 2000 to December 2007

Fort Myers, FL

- 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 columns](#) that were syndicated in Gannett's 85 daily newspapers, covering topics such as sports, education, business, politics, pop culture, etc.
- Served as guest speaker and public representative to assist with brand management.

PROFESSIONAL COMMUNICATIONS EXPERIENCE

Strategic Communications Consultant

BlackDoor Ventures, Inc.

May 2008 to present

Bowie, MD

- Serve as a principal in firm that provides public/media/community relations and event planning for businesses, nonprofits, and institutions. Provide comprehensive range of editorial services.

Adjunct Professor

Trinity Washington University

January 2020 to present

Washington, DC

- Plan, prepare and conduct courses in the School of Professional Studies, including Introduction to Mass Communications and Multicultural Media History.

**Director of Communications
Strategic Communications Manager
Duke Ellington School of the Arts**

**August 2020 to August 2021
September 2019 to August 2020
Washington, DC**

- Served in a leadership role for arguably the nation's preeminent arts high school, developing and managing communication strategy and producing content. Cultivated and enhanced relationships with stakeholders, including families, officials, grantees, foundations, and residents. Developed and maintained relationships with press, managing media relations and community engagement.

**Community Relations Manager
The Training Source, Inc.**

**July 2018 to February 2019
Seat Pleasant, MD**

- Developed and maintained relationships with residents, businesses, and government officials to keep them abreast of the organization's services. Created and implemented outreach campaigns.

**Communications Director
Mike Lyles for State's Attorney
Arthur Turner for County Council**

**Bowie, MD
Landover, MD**

**May 2017 to June 2018
May 2010 to September 2010**

- Formulated strategic message for electoral campaigns in Prince George's County (Md.).

**Interim Director of Marketing & Public Relations
FBC Glenarden**

**March 2015 to April 2016
Landover, MD**

- Functioned as chief communications strategist for one of Maryland's largest faith-based organizations, with more than 20,000 members, 250 employees and a \$30 million annual budget.
- Developed and executed comprehensive communication plans for public relations, media relations, community relations, social media, digital content, and collateral materials.

**Senior Communications Specialist
FBC Glenarden**

**April 2013 to July 2018
Landover, MD**

- Developed and executed communication strategy for media, advertising, and partnership outreach approaches. Wrote communications, media, and Web content in support of clients.

EDUCATION

Troy University (Troy, AL); Master of Science in Strategic Communication
Howard University (Washington, D.C.); Bachelor of Arts in Journalism (minor: English)
University of Southern California (Los Angeles); Knight Fellowship, Commentary in Cyberspace

AWARDS

Sports Column Writing	First place (over 40,000 circulation), Virginia Press Association	2019
Sports Column Writing	Third place (over 40K), Virginia Press Association	2018
Sports Column Writing	First place (over 70K), Virginia Press Association	2011
Serious Column Writing	First place (under 100K), SPJ/North Central Florida Chapter	2008
Sports Column Writing	First place (under 100K), SPJ/North Central Florida Chapter	2008
Column Writing	Second place (50K-175K), Florida Sports Writers Association	2006
Best Local Columnist	Runner-up, The News-Press Readers' Choice Poll	2006
Breaking News	Third place (40K-100K), Associated Press Sports Editors	2005
Sports Column Writing	Third place (over 90K), Florida Press Club	2005
Best Local Columnist	Runner-up, The News-Press Readers' Choice Poll	2005
Deadline Sports Reporting	Second place (over 50K), SPJ/South Florida Chapter	2004
Sports Column Writing	Second 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; National Press Club; Phi Kappa Phi Honor Society; Public Relations Society of America; Society of Professional Journalists; WABJ Urban Journalism Workshop.