

DERON SNYDER

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PROFILE

Deron Snyder, a principal of BlackDoor Ventures, Inc., is a seasoned communicator with [award-winning experience](#) in journalism, public relations and community affairs, and a passion for news, education, politics, business and sports. He excels at copy writing, editing, social media, editorial management and event planning, delivering [impactful results](#) for businesses, nonprofits and universities, including [The Griot](#), [ESPN](#), [Juniata College](#), [Atrium Health](#) and the [Port of Baltimore](#). He possesses superior skills in [storytelling](#), strategic communications and media relations, with experience as a communications director and spokesperson in electoral campaigns. His background includes significant reporting, interviewing, research and digital experience.

EXPERIENCE

Professor Howard University

September 2024 to present
Washington, DC

- Plan, prepare, and conduct courses in the Cathy Hughes School of Communications.

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, with clients that include [George Washington University](#), [USA Today](#), [National Association of Social Workers](#), [FanBuzz](#), [Dartmouth](#) and [SRB Communications](#), among others.

Adjunct Professor Trinity Washington University

January 2020 to August 2024
Washington, DC

- Planned, prepared, and conducted courses in the School of Professional Studies.

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 media outlets, managing media relations and community engagement.

Columnist The Washington Times

March 2011 to December 2019
Washington, DC

- 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.

Communications Director

Mike Lyles for State's Attorney

Bowie, MD

May 2017 to June 2018

Arthur Turner for County Council

Landover, MD

May 2010 to September 2010

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

Interim Director of Marketing & Public Relations

March 2015 to April 2016

FBC Glenarden

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

April 2013 to July 2018

FBC Glenarden

Landover, MD

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

Editorial Writer/Op-Ed Columnist/Community Ambassador

January 2008 to July 2009

Columnist

June 2000 to December 2007

The News-Press

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 column](#) that was 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.

EDUCATION

Troy University (Troy, AL); Master of Science in Strategic Communication

Howard University (Washington, D.C.); Bachelor of Arts in Journalism (minor: English)

AWARDS

<i>Sports Column Writing</i>	First place (over 40,000 circulation), Virginia Press Association	2019
<i>Sports Column Writing</i>	Third place (over 40K), Virginia Press Association	2018
<i>Sports Column Writing</i>	First place (over 70K), Virginia Press Association	2011
<i>Serious Column Writing</i>	First place (under 100K), SPJ/North Central Florida Chapter	2008
<i>Sports Column Writing</i>	First place (under 100K), SPJ/North Central Florida Chapter	2008
<i>Column Writing</i>	Second place (50K-175K), Florida Sports Writers Association	2006
<i>Best Local Columnist</i>	Runner-up, The News-Press Readers' Choice Poll	2006
<i>Breaking News</i>	Third place (40K-100K), Associated Press Sports Editors	2005
<i>Sports Column Writing</i>	Third place (over 90K), Florida Press Club	2005
<i>Best Local Columnist</i>	Runner-up, The News-Press Readers' Choice Poll	2005
<i>Deadline Sports Reporting</i>	Second place (over 50K), SPJ/South Florida Chapter	2004
<i>Sports Column Writing</i>	Second place (over 90K), Florida Press Club	2004
<i>Commentary</i>	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.

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