

DERON SNYDER

LinkedIn® profile: [linkedin.com/in/deronsnyder](https://www.linkedin.com/in/deronsnyder)

239-292-5216

deron@blackdoorventures.com

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 [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

Adjunct Professor
Professor
Howard University

August 2025 to present
August 2024 to July 2025
Washington, DC

- Plan, prepare, and conduct journalism 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 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. Provide public/media/community relations and event planning services for businesses, nonprofits, and institutions.

Adjunct Professor
Trinity Washington University

January 2020 to August 2024
Washington, DC

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

Columnist
The Griot

December 2021 to August 2024
Washington, DC

- Researched and wrote [award-winning sports column](#) issues for a leading Black website.
- Generated and executed ideas to produce compelling and provocative copy.
- Appeared as guest on various radio and TV shows, locally and nationally, including on HBCU GO, Fox Soul and WHUR-FM.

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 on 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 column](#) that was syndicated in Gannett's 85 daily newspapers, covering topics such as sports, education, business, politics, pop culture, etc.

Staff Writer

**May 1991 to June 2000
Washington, DC**

USA Today Baseball Weekly

- Researched and wrote cover stories, columns and news articles for national publication.
- Traveled coast-to-coast for spring training, the regular season and playoffs, interviewing players and officials for exclusive stories and packages.
- Appeared as frequent guest on radio and TV, including ABC, HBO, CNN and MSNBC.

EDUCATION

Troy University (Troy, AL); Master of Science in Strategic Communication
Howard University (Washington, D.C.); Bachelor of Arts in Journalism (minor: English)

AWARDS

| | | |
|----------------------------------|--|------|
| Sports Writing | First place (Online), SPJ-DC Chapter Dateline Awards | 2025 |
| Column Writing | Finalist (Online), SPJ-DC Chapter Dateline Awards | 2025 |
| Editorial/Opinion Writing | Finalist (Online), SPJ-DC Chapter Dateline Awards | 2025 |
| 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.