

Maleeka T. Hollaway

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MaleekaHollaway@gmail.com

Distinguished Communications Specialist

Creative and personable editor/writer with experience in enhancing publications, and collaborating with writers and teams to produce outstanding content. Possess a combination of editing, marketing and project management skills. Provides high quality verbal/written communication services to businesses, technical writers, academics, and web entrepreneurs.

– Areas of Key Emphasis –

- Copy & Marketing Materials
 - Manuscript Editing
 - Communication Strategies
 - Web Copy
 - Formatting & Editing
 - Microsoft Office
 - Press Releases
 - Social Media Marketing
 - Public Relation Efforts
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Signature Achievements

*Achieved commendation as Best Selling Author, for coauthoring **20 Beautiful Women – Volume 2**, and **Release: Untold Stories About Inner Strength, Resilience, and Overcoming Challenges**.*

*Developed and **published 40-Page Brochure** and updated Resume Guides for Alabama A&M University.*

***Appointed to the Forbes Coaches Council** for Business Success, Entrepreneurship & Leadership Coaching.*

*International Speaker recognized for personal development, **marketing solutions for small businesses, maximizing business outcomes**, business startup, and leadership in business.*

Professional Experience

Career Counselor | Alabama A&M University, Normal, Alabama 2017 – Present

Adept in using written and verbal communication skills to facilitate professional development workshops and seminar reviews. Write and edit documents for publication and distribution, including newsletters, brochures, and student and alumni professional resumes.

Key Accomplishments:

- **Serve as Project Manager** for special events and communication material.
- Collaborate with staff to effectively disseminate information for students regarding registration, professional development, and graduation requirements.
- **Advanced from Graduate Assistant (2016 – 2017) to current role** through consistent superior work performance.

Freelance Writer, Editor, & Communication Specialist | Multiple Engagements, Huntsville, Alabama 2015 – Present

Selected Clients: 7-House Media, Huff Post, Forbes, Essence, PAK Legacy CDC, Thrive Global, Keen Vision Publishing, Empower Inc., Experience Mission, REACHsv

Selected Projects:

Continued...

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- **Client – Empower Inc.** | Complete press releases, media advisories, and client bios while successfully managing internet and external PR communications strategies.
- **Client – Huff Post & Forbes** | Delivered projects, blogs, and articles of 500 – 1000 words covering business, leadership and lifestyle topics on a monthly basis.
- **Client – PAK Legacy CDC** | Advisory Board member, specializing in editing written articles, websites, and publications.

Customer Service Representative | TeleTech, Huntsville, Alabama 2015 – 2016

Tirelessly worked to alleviate complexities during the interface process to promote a pleasing customer experience. Negotiated new product and service recommendations. Retained accounts by proficiently determining magnitude of concern, root causes, and plausible courses of action for resolution.

Key Accomplishments:

- Identified resolutions for technical issues, **leading to increased revenue for follow up sales.**
- Exceeded call center metrics of average call handling time and quality assurance goals while managing **40-50 daily inbound calls.**

Associate Manager / Nutritional Advisor | Vitamin World, Huntsville, Alabama 2014 – 2015

Enthusiastically led a sales team of 3 in increasing daily store sales and maximizing customer engagement to build customer loyalty. Acquired the title of Nutritional Advisor in 4 weeks.

Key Accomplishments:

- Distinguished reputation for successfully implementing **training for staff on products and sales strategies** to improve employee learning needs assessments.
- Partnered with general manager on **coordinating daily operations**, department leadership and team building, and reported sales analysis through collecting and analyzing daily and weekly data.
- Proposed nutrition and supplement programs to customers, anticipated customer demands, and captured sales through providing thorough information and validating need.

*Additional Experience as Customer Service Representative for West Corporations (2015-2016); Customer Service Representative for DirecTV (2013-2014); **Associate Manager** for Sonic (2008-2013).*

Education and Certifications

Doctor of Business Administration (DBA): Specialization in Leadership (2020)
Capella University, Minneapolis, MN

Master of Science in Communication Specialist; Business Concentration (2017)
Alabama A&M University, Normal, Alabama

Bachelor of Arts in English (2014)
Alabama A&M University, Normal, Alabama

Internationally Certified Life and Business Success Coach (2015)
The Coaches Training Academy, Vancouver, Canada