

# Aniqua S. Chatman

aniquachatman@gmail.com | 219.680.8367

## Education

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### Ball State University

Master of Arts in Public Relations

May 2021

### Indiana University Purdue University Indianapolis

Bachelor of Arts in Political Science

May 2018

- Minor: Africana Studies

## Professional Experience

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### LA Family Housing

*Director of Communications (promotion)*

Jan. 2024 - present

- Create and execute a quarterly internal and external communications plan to identify agency needs, raise awareness and engage staff, donors and stakeholders in the agency's mission
- Collaborate with the CEO and Executive Team to develop and implement media plans that positively reflect LAFH brand while overseeing media inquiries
- Manage and provide strategic direction for LAFH's digital media presence, including annual reports, monthly e-newsletters, email communications, social media, and website
- Supervise and manage all department areas within the Communications Team, including marketing, social media, community advocacy, internal comms and public relations

*Associate Director of Internal Communications*

Oct. 2022 – Jan.2024

- Construct the annual internal communications plan in collaboration with key stakeholders, ensuring alignment with organization's overall strategic plan
- Manage crisis communications for internal audiences, offering guidance to senior executives and supporting affected staff members
- Collaborate with various departments across the organization to build and implement an organization-wide internal communications program, including an intranet, newsletters, regularly disseminated collateral, videos, and other methods of internal communication
- Provide strategic oversight to ensure all internal communications content and messaging is on-brand, on-message, and consistent with our external communications materials and strategy

### Indiana Coalition Against Domestic Violence

*Communications & Special Events Coordinator*

Feb. 2022 – Oct. 2022

- Implemented marketing and communication campaigns across diverse channels, utilizing a blend of both paid and earned media strategies
- Facilitated video productions, encompassing storyboard creation, script development, performance management, and logistical planning while adhering to budget constraints
- Established and maintained relationships with key media outlets; including pitching, press releases, media alert tracking and the development of talking points
- Coordinated multiple sponsored events while executing effective marketing strategies to maximize promotion and audience engagement.

### IU Health Methodist & University Hospital

*Internal Communications Associate*

Feb. 2020 – Feb. 2022

- Executed internal communication initiatives by creating and disseminating engaging content through diverse channels, to keep staff informed about IU Health policies, events, and updates.

- Coordinated internal events and initiatives, including town hall meetings and employee recognition programs, enhancing employee engagement and promoting a positive workplace culture.
- Conducted video storytelling initiatives, conceptualizing, scripting, and producing compelling videos that effectively communicated key messages and narratives to staff.
- Managed crisis communication protocols, providing timely and transparent updates to internal and external stakeholders

### **Marion County Public Defender’s Agency**

*Executive & Communications Assistant*

Nov. 2017- Jan. 2020

- Developed and implemented executive messaging strategies to support C-suite leaders, ensuring alignment with organizational goals and values
- Attended agency meetings and draft minutes to distribute to MCPDA Board members
- Managed the filing system and upkeep records for all criminal history in the Marion County area
- Spearheaded comprehensive research initiatives and authored insightful reports to evaluate the effectiveness of staff retention efforts, providing data-driven insights and strategic recommendations

### **Girls Inc. of Greater Indianapolis**

*Public Relations Associate Intern*

Oct. 2015 – Oct. 2016

- Created a Public Relations campaign plan to increase the organizations visibility throughout the Indianapolis community
- Contributed to the planning and coordination of events, press conferences, and promotional activities, ensuring seamless execution and optimal media exposure for key initiatives.
- Conducted research and compiled media lists, fostering relationships with journalists and influencers, and staying abreast of industry trends to provide valuable insights for strategic communication efforts.
- Developed presentations of the campaign plans for the organization to utilize internally

### **Skills**

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- Communications Strategist
- Employee Engagement
- Digital Storyteller
- Crisis Management
- Executive Messaging