

ALECIA GOODLOW-YOUNG, MPS, DTM

Public Relations Professional

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PROFESSIONAL SUMMARY

Multifaceted communications professional with extensive experience in public relations, media relations, and freelance writing. I have comprehensive background in generating press releases and utilizing social media to increase brand exposure, public speaking, conducting celebrity interviews, and provide miscellaneous writing services. I am certain that my diverse experience in public and media relations along with my strong interpersonal, organizational, and written/verbal communication skills will excel in this capacity at your organization.

AREAS OF EXPERTISE

Executive Leadership
Public Relations (PR)
Journalism
Professional Writing
Editing & Proofreading
Social Media Marketing
Budget Management
Grant Writing
Media Relations
Public Speaking
Event Planning
Leadership
MS Office Suite

EDUCATION

Master of Professional Studies (MPS),
Concentration: Strategic Public Relations

GPA: 3.90/4.00
Institutional Honors:
Magna Cum Laude

George Washington University (GWU)

B.S., Mass Communications & Public Relations

Rochester College

RELEVANT PROFESSIONAL EXPERIENCE

Public Relations Manager (MI, Ohio, and Canada)

Toastmasters International for District 28, Detroit, MI | 2017 -2018

- Led a variety of strategic training and campaigns to develop 6,000 members within the district.
- Maintained communication between the district and its members while increasing public awareness via media.
- Implemented a multitude of public relations strategies designed to cultivate membership and club growth and educational achievements; this resulted in reaching Presidential Distinguished club status.
- Produced the first *Facebook Live* interaction during a meeting titled *Talk Up Toastmasters* which resulted exposure to 1,300 viewers.
- Led four webinars on how to create and execute an open house which attracted an average of 200+ viewers.
- Developed and planned the first black tie leadership awards ceremony which attracted 100+ members; managed a \$5,000 budget to execute vendor management to select the venue, catering, decorators, etc.
- Developed relationships with International Toastmasters PR Executives by maintaining frequent contact regarding public relations and marketing strategy optimization.

Vice President of Public Relations

Metro Mobility Transportation & Consulting Services, West Bloomfield, MI | 2011 – Present

- Manages the creation and distribution of all press releases, the development of public campaigns and materials, as well as developing crisis plans on behalf of a non-emergency transportation company.
- Executes writing and editing services for other business units including event planning, market research, and proposal/grant writing services.
- Developed a press release and spearheaded a campaign to increase public awareness of the importance of using transportation services during holiday festivities to reduce intoxicated driving.

Freelance Writer (<https://aleciatowrites.journoportfolio.com>)

AFT Enterprises, LLC, West Bloomfield, MI | 2007 – Present

- Provides ghostwriting and public relations services to entrepreneurs and small businesses including but not limited to: editing, creating proposals, grant writing, newsletters, media stories, press releases, etc.
- Executed writing services for newspapers and magazines including: *The Oakland Press*, *The Michigan Citizen*, and *Banging Magazine* which featured celebrities including Jaimie Foxx, Steve Harvey, Lalah Hathaway, and George Duke.
- Created a press release for an 11-year old student studying Korean at a Foreign Language Immersion and Cultural Studies (FLICS) school to increase exposure; the story was acquired by local newscaster Glenda Lewis and resulted in raising +/- \$5,000 to support the student's educational and professional travel efforts.
- Wrote an article in *Sign of the Times* newspaper featuring *Soaring Eagle* casino which focused on the business' competitive position in the industry.

(Additional Experience Continued on Page 2)

ALECIA GOODLOW- YOUNG'S RÉSUMÉ
PROFESSIONAL EXPERIENCE CONTINUED (PAGE 2)

Freelance Writer (Continued) - (<https://aleciatowrites.journoportfolio.com>)

AFT Enterprises, LLC, West Bloomfield, MI | 2007 – Present

- Developed a comprehensive public relations campaign and marketing strategy for *Kellogg's* as a component of graduate studies; this focused on best strategies to present the organization a positive light in the media.
- Served as a guest speaker at the *University of Phoenix* to conduct a Personal Branding Workshop for undergraduate and graduate courses.

ADDITIONAL TRAINING & CERTIFICATIONS

Distinguished Toastmaster (DTM) Award July 2019	Toastmaster International Certification Advanced Communicator Gold May 2018
Toastmaster International Certification for Advanced Communicator Silver, July 2017	Toastmaster International Certification for Advanced Communicator Bronze, February 2017
Toastmasters International Certification for Advanced Leader Bronze, November 2016	Toastmasters International Certification for Competent Communicator, July 2016
Toastmasters International Certification for Competent Leader, July, 2016	-

AWARDS

Goodwill Industries of Detroit's 2011 Trainee of the Year for the *No Worker Left Behind Program*

PROFESSIONAL AFFILIATIONS & INVOLVEMENT

Grace Gospel Church • National Writers Union/UAW Local 1981 • Toastmasters International

ADDITIONAL MEDIA

Twitter: @aleciacreates • **Facebook:** Alecia Goodlow- Young