

DONYELLE K. DAVIS

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AREAS OF EXPERTISE

- Congressional Affairs
- Military-Media Relations
- Personnel Supervision
- Crisis Communications
- Social Media Campaigns
- Magazine/Newspaper Editing
- Event/Community Coverage
- News/Press Release Writing
- Online Content Management
- Contracting/Budgeting
- Flag-level briefings
- Video Production

EDUCATION & TRAINING

MASTER OF ARTS – MASS COMMUNICATION

Louisiana State University, 2012

Professional Project Documentary: “The Untold Stories of the Great Louisiana River Road”

BACHELOR OF ARTS – JOURNALISM

Minor: History

Louisiana Tech University, 2010

PUBLIC AFFAIRS QUALIFICATION COURSE- DEFENSE INFORMATION SCHOOL

Fort Meade, Maryland, 2015

JOINT CONTINGENCY PUBLIC AFFAIRS COURSE- DEFENSE INFORMATION SCHOOL

Fort Meade, Maryland, 2018

PROFESSIONAL EXPERIENCE

Resolute Support, United States Forces-Afghanistan

2018-Present

PRINT & SOCIAL MEDIA CHIEF

- As aligned with Resolute Support’s strategic and operational priorities, leads an 11-member team to execute the production of more than 100 print products and relationship-building projects. Manages all print, layout, editing, and production training for local employees from all ministries, provinces, and districts.
- Executes a data-driven communications strategy to reach audiences, concluding with measurable outcomes for continued operations.
- Coordinates messaging efforts with Government of the Islamic Republic of Afghanistan.
- Supports STRATCOM initiatives for messaging regarding high-profile events such as national elections and on-the-ground conflict in surrounding provinces.

Key Accomplishments:

- Leading a newly-implemented cross-section video integration that garnered more than 30,000 online views, with a 5,000 percent increase.
- Planned and implementing platform-specific goals, resulting a 100,000-follower increase across highly-used platforms

The United States Geological Survey, Pasadena, CA

2014-Present

PUBLIC AFFAIRS SPECIALIST

- Maintains an active posture in the nation's 2nd largest media market (Southern California) covering high-profile/visibility media engagement topics such as landslides, earthquakes and earthquake early warnings.
- Aid in coordination and preparation of testimonies for field and congressional hearings.
- Plan USGS and partnered media events, press conferences and executes extensive social media engagements.
- Produce compelling video stories that simplify complex, innovative and important USGS science that impacts lives.
- Research, write and prepare news releases, photographs, captions and other material about USGS activities, programs, research and events for dissemination to news media and the public.
- Conduct one-on-one and group media training for scientists and Bureau leaders of various experience levels.
- Write homepage top-stories that range from White House initiatives to USGS groundbreaking science

Key Accomplishments:

- Created and implemented a new Public Affairs Guidance for the country’s first Earthquake Early warning system’s beta users and partners; which provided guidelines for media engagement, public messaging and congressional policy.
- Provided boots-on-ground support for the Kilauea eruption in Hilo, Hawaii which included: Hosting daily media teleconference calls with hundreds of outlets, joint press conference featuring HVO scientists, JPL, National Park Service, National Weather Service. Congressional meeting with scientist-in-Charge Tina Neal and Hawaii Sen. Mazie Hirono, Joining HVO scientists in overflight and on-ground field work to produce videos that grossed 200k views.
- Coordinated media, video B-roll and congressional response to the devastating Montecito landslide in SoCal.

United States Navy Reserves (Yokosuka, Japan, San Diego, CA)

2014-2018

PUBLIC AFFAIRS OFFICER- DEPARTMENT HEAD

- Liaison between CHINFO/PACFLT to provide essential internal info to subordinate units, DOD; which was used to inform the White House and several embassies on 7th fleet affairs; presented at the 3-star-led C7F commander's brief
- Created and distributed RTQs in preparation for events such as the USS Barry arrival and C7F ballistic missile defense-capable ships.
- Maintained monthly media relations-commanders' preparation talking points.
- Provide media training both on-site and coordinated at the U.S. Naval War College for high-ranking military officers
- Supervise the writing and delivery of media products and provide information to news media and civic organizations
- Plan activities to improve public relations and publicize events such as Blue Angels and community engagement
- Develop information strategies, solutions, and risk assessments
- Provide training in video storytelling and content management systems including DVIDS and Navy.mil

Key Accomplishments:

- Provided vital support during the USS John S. McCain collision, emerging as a crucial leader on the PA team, conducting crisis PA support including managing connectivity to/from the MOC watch floor.
- Created a multi-platform 2-week social media plan for the C7F Leadership Equality and Diversity symposium in Yokosuka and Sasebo.

The Democrat and Chronicle, Rochester, NY

2012-2014

MULTI-MEDIA JOURNALIST

- Authored daily reports on a wide variety of topics, focusing on local city issues, programs and events.
- Covered the Town of Gates, which includes investigative reporting, police briefs, town meetings and events.
- Deliver accurate, breaking news gleaned directly from on-the-scene of the incident via multiple social media platforms.
- Ensured all productions are high-quality photos, galleries, and videos, which are in conjunction with current and anticipated news stories delivered online and in print.
- From inception to the reader, create and produce enterprise story packages.

Key Accomplishments:

- Producer for the weekly sportscast, Varsity Voices that encompasses directing and editing the online weekly webcast featuring two sportswriters, who analyzed and commented on upcoming high school sports games.
- Increased online video viewership by 20% for content related to sports, entertainment and local business ventures in the Rochester area.

United States Navy (Naples, Italy; Kingdom of Bahrain)

2013-2015

MASS COMMUNICATION SPECIALIST

- Has successfully scribed a weekly address on behalf of Rear Admiral Anthony Gaiani to command Sailors, families and local nationals regarding topics such as: Navy readiness, history, training, and events.
- Surveyed and kept abreast of local stories and country affairs and provide reports within the 6th Fleet AOR/Region to submit report for the PAO to brief the Region Commander
- Completed a range of responsibilities that encompassed: internal/external communication management and event coverage.
- Additionally, produced written content, photographed and videoed in support of the Navy Region in Europe, Africa and Southeast Asia.
- Functioned as *Editor of Online Regional Publications*, "The Regional Standard" and as the *Assistant Editor* of the installation newspaper, "The Panorama." Charged with story production, fact-checking, layout and design.

NOTABLE ACHIEVEMENTS

- Navy and Marine Corps Achievement Medal- 2013
- Democrat and Chronicle-RIC Award for Photo/Video Visual Storytelling, 2012
- Chips Quinn Scholar, Freedom Forum Diversity Institute, 2012
- Multimedia Scholar, Freedom Forum Diversity Institute, 2011

TECHNOLOGY PROFICIENCIES

Mastery of video and audio editing software: Final Cut, Avid Media Composer, Adobe Premier, iMovie
Experience with InDesign and Photoshop, basic HTML and video codecs
Extensive knowledge of Microsoft Office / Search Engine Optimization