

DONYELLE K. DAVIS

www.DonyelleDavis.com

Email: donyellekdavis@gmail.com

AREAS OF EXPERTISE

- Government Affairs
- Crisis Communications
- Media Relations
- Strategic Planning
- Social Media Campaigns
- Speechwriting
- News/Press Release Writing
- Personnel Supervision
- Online Content Management
- Magazine/Newspaper Editing
- Video Production
- Contracting/Budgeting

EDUCATION & TRAINING

MASTER OF ARTS – MASS COMMUNICATION

Louisiana State University, 2012

BACHELOR OF ARTS – JOURNALISM

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

The United States Geological Survey

2014-Present

PUBLIC AFFAIRS SPECIALIST

- Engage in aggressive and measurable public relations engagement with the nation's top media markets, covering high-profile/visibility topics such as landslides, earthquakes, hurricanes and hazard notification systems.
- Manage messaging to external parties, including talking points, briefings, and science product development.
- Aid in coordination and preparation of testimonies for field and congressional hearings.
- Plan 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.
- Provide post-event reports and analysis for media coverage and public perception.

Key Accomplishments:

- On-the-ground communications lead for 2020 Puerto Rico earthquake sequence which resulted in: joint congressional field visit to damaged areas, federal JIC integration, daily briefings with local civilian/military leadership officials.
- Lead the on-the-ground public affairs response for the 2019 Ridgecrest, CA Earthquake Sequence, which included: response to more than 120 media requests, joint US Navy/USGS media availability and crisis comms support.
- 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 fieldwork to produce videos that grossed 200k views.
- Coordinated media, video B-roll and congressional response to the devastating Montecito landslide in SoCal.
- Hosted more than a dozen media availability events for reporters, scientists, and congressional leaders.

CONGRESSIONAL LIAISON (DETAIL)

Sept.-Dec. 2019

- Staying abreast of the activities of Congress that may have impact on the Natural Hazards Mission Area of the USGS (e.g., status of appropriations and authorization bills and other legislation affecting the USGS) and keeping other members of the Congressional Liaison staff and senior managers informed of

relevant Congressional actions and interests.

- Receiving Congressional inquiries (telephone and correspondence) and assuring prompt and complete responses are provided by the USGS.

Resolute Support, United States Forces-Afghanistan

Aug. 2018-April 2019

PRINT & SOCIAL MEDIA CHIEF

- As aligned with Resolute Support's strategic and operational priorities, lead a 12-member team to execute the production of more than 100 print products and relationship-building projects including national billboards, newspaper inserts, and real-time website content management.
- Managed all print, layout, editing, and production training for local employees from all ministries, provinces, and districts.
- Executed a data-driven communications strategy to reach audiences, concluding with measurable outcomes for continued operations; managing a \$400,000 yearly budget to reach target audiences for desired effects.
- Coordinated all messaging efforts with the Government of the Islamic Republic of Afghanistan.
- Supported STRATCOM initiatives for messaging regarding high-profile events such as national elections and on-the-ground conflict in surrounding provinces.

Key Accomplishments:

- Lead a newly-implemented cross-section video integration that garnered more than 30,000 online views on Facebook, with a 5,000 percent increase.
- Planned and implemented platform-specific goals across Facebook, Twitter, and YouTube, resulting in a cumulative 100,000-follower increase across the highly-used platforms.

United States Navy Reserves

2014-Present

PUBLIC AFFAIRS OFFICER- DEPARTMENT HEAD

- Research, draft, and revise speeches, briefings, talking points and messages for senior U.S Navy leaders
- 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.
- Provide media training both on-site and coordinated at the U.S. Naval War College for high-ranking military officers
- Supervised the writing and delivery of media products and provide information to news media and civic organizations
- Planned activities to improve public relations and publicize events such as Blue Angels and community engagement
- Developed information strategies, solutions, and risk assessments

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.
- Delivered 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, created and produced 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

- 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 local stories and country affairs within the 6th Fleet AOR for weekly PAO Region Commander briefs.
- Lead internal and external communications efforts which included event coverage via written content, photograph and video support for Navy Region Europe, Africa and Southeast Asia.
- Functioned as Editor of the 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.

