

## Lisa L. Flowers, MSM, SMS

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### Head of Communications

*MarComm & PR Executive Who Serves as Strategic Business Partner, Aligning Communications to Business Goals*

Communications, marketing, and public relations advisor delivering strategic communications counsel, campaign planning and management across diverse business segments. Quoted by *USA Today*, *CNBC Africa*, *BBC World Service*, *MTV*, *Huffington Post*, *Chase.com*, *NPR*, and other national and global media outlets. Fueled by a passion for building and strengthening brands, growing market share, and delivering results with traditional, digital and social media marketing strategies while leveraging paid, earned, owned and shared media. Problem solver and idea queen who loves managing and mentoring others to do their best work. Global and keynote speaker on social business strategies.

### Core Competencies

- Brand Building
- Budgets (\$4M+)
- Corporate Communications
- Integrated, Multi-Touch & Multi-Channel Marketing
- Legislative Communications & Advocacy
- Market Research & Competitive Intelligence
- Media & Public Relations
- Social Media Strategy & Management
- Strategic Planning
- Team Building, Management, & Leadership

### Business Leadership

**Communications Consultant, Business Strategist, & Speaker.** Flowers Media Matters 2010 – Present

Business advisor and storyteller in client- and public-facing roles, providing engaging strategic communications plans and activities. Delivering integrated communications and marketing strategies to a variety of clients, including digital and print publishers, media and marketing organizations, government agencies, non-profits, and small businesses.

- **Reignite engagement, drive business growth and influence** by delivering market-proven expertise; create and manage integrated, multi-channel, and multi-touch marketing campaigns
- **Quickly integrate into client's culture, resolve issues and build out frameworks** by identifying priorities and areas of urgency, gaining commitment and trust, and delivering creative solutions
- **Build online presence and influence** by developing short-form (write social posts, source images/assets, etc.) and long-form content (produce Facebook Live videos, publish blog posts, host Twitter chats, etc.)
- **Strengthen brand, voice, and influence** by generating press and speaking opportunities as part of an overall integrated plan of paid, earned, owned, and shared media
- **Achieve attendance and media placement goals** by planning and managing high-profile and public events such as Governor's visits, press conferences, campaign launches and activations, ribbon cuttings, open houses, community outreach, corporate partner events, etc.
- **Increase confidence and engagement of leadership** by coaching on social media and news media strategies
- **Enhance knowledge base of teams and improve outcomes** by mentoring and staying abreast of trends, best practices, new tools, and case studies
- **Grow online footprint and activity an average of 72% in less than 3 months** by strategic planning and management of social media platforms and engaging with followers using actionable content
- **Quoted and earned media placement in 40+ news outlets** as part of personal brand growth and influence

**Community Relations & Public Information Officer (CRO & PIO).** State of Delaware – Department of Safety & Homeland Security (DSHS) – Office of Highway Safety (DOHS) 2016 – 2017

Chief communications officer and brand steward for State of Delaware's high-profile traffic safety office. On the record first responder to news, media, and items of urgency; tactfully and diplomatically responded to inquiries and concerns of the public. Directed all communications projects (paid, owned, earned and shared media), community outreach projects, and shaped public-facing persona (and voice) by developing key messages. Planned and managed large-scale, high-visibility public activations and events. Managed \$4.2M budget.

- **Increased social media footprint 75% and online engagement 28% in one year** by building a focused content stream, hosting agency's first and subsequent online events (Twitter chats and Facebook Live) as part of an overall integrated communications plan
- **Earned media placement in 30+ news outlets** (*NPR / WHYY 90.9, The News Journal, The Delaware Way Show, WGMD 92.7, Delaware Business Now, Delaware Public Media / WDDE 91.1, Delaware State News, etc.*) by proactively cultivating relationships with news media, authoring key messages (talking points, press statements, media advisories, fact sheets, news releases, press kits, etc.), and identifying opportunities for media engagement
- **Generated unprecedented community engagement and media placement** by launching agency's first online events, and delivering statewide media tours and community outreach events
- **Positioned agency as a trusted and crucial information resource** for the public and organizations throughout the state by partnering with law enforcement agencies, corporate partners, and the academic community
- **Developed more unified, state-wide crisis management strategies and stronger, more consistent PR and cross-marketing efforts** by reaching out to and coordinating with other government professionals
- **Raised agency's visibility and increased opportunities for statewide communication** by consistent collaboration with Governor's Office and other State of Delaware communications professionals
- **Increased local and national media attention 35%** by planning and directing two major, high-visibility campaign launches and press events

#### **Manager & Grievance Officer.** Community Legal Aid Society, Inc. (CLASI) 2006 – 2015

Administrative leader in client- and public-facing position for office, volunteer program, and commercial rental properties of Delaware's largest non-profit public interest law firm focusing on poverty, disability, fair housing, and seniors.

- **Managed day-to-day business functions and facility operations** of southern Delaware office, ensuring proper business continuity; client activity included completing intakes, assessing client's needs, summarizing information for attorneys, and referring to other agencies and community resources, when applicable
- **Recruited, hired, trained and supervised office and volunteer staff**; managed vendor relationships; oversaw document management system, document retention policy and implementation
- **Directed integration of agency's first use of social media**; considered internal social media expert; collaborated with executive team on marketing strategies for local fund-raising event

#### **Marketing Manager.** Society for Human Resource Management (SHRM) 1996 – 2006

Marketing and communications leader in client- and public-facing role delivering mission-critical projects to support \$17M+ in advertising, sponsorships, book revenues, subscriptions, and branded accessory sales for publishing and new media division of the world's largest HR association.

- **Helped catapult revenues an average of 10% every year** by aggressively creating and launching marketing collateral for new business lines and developing robust, integrated marketing campaigns
- **Strengthened business partnerships and increased national visibility** of organization and brand by managing corporate communications for a series of inaugural C-Suite events and a national employers' awards contest
- **Contributed to phenomenal membership growth (88,000 to 225,000)** by working across divisions to implement multi-channel, multi-touch marketing campaigns and initiatives
- **Slashed production costs 95% and increased read rate** by moving key project from paper to digital delivery
- **Simplified and improved member communications** by unifying brand's voice and better utilizing internal resources while working across internal teams to lead Email Task Force and CRM software purchase project
- **Boosted sales 78% in book and branded accessories revenue stream** by writing and promoting annual and quarterly catalogs as part of a new and more consistent marketing strategy

#### **Education**

**Master of Science in Health Care Administration.** Wilmington University. 2015

**Master of Science in Marketing Management.** Wilmington University. 2014

**Bachelor of Science in Organizational Management.** Wilmington University. 2011