

Lesley Alexandria Rhoden

Learning & Development Specialist • Public Relations Professional
DEIB Strategist

CONTACT INFORMATION

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SUMMARY

I am a people-focused learning and development specialist who is driven by cause, culture, and community. With over ten years of experience, I have led teams in education, community relations, business development, and program management. With a passion for community and youth empowerment, I am skilled in utilizing strategic planning, deep cultural insights, and the power of education to fortify the interdependencies of organizations and the communities they serve.

EXPERIENCE

Brand Development Consultant — Contract

January 2012 - Current

- Increase client exposure and brand reputation by collaborating with entrepreneurs and small businesses to reframe their business goals and public relations strategies
- Optimize clients' business operations and sustainability by conducting business development workshops focused on financial health and marketing strategies

Brand Empowerment Coach — BIC Center of Communication for Social Good

August 2020-December 2021

- Advised non-profit, private sector, and educational organizations on effectively communicating and engaging with the communities they served by creating and delivering comprehensive training modules
- Received the distinctions of Leader and Team of the Year for 2020 and 2021 based on exceeding client and company KPI's and client satisfaction metrics

Learning & Development Specialist and Educator — Uniondale Public School District

May 2011-August 2021

- Developed students and adult learners academically, socio-emotionally, and mentally by utilizing data analytics
- Crafted and facilitated 10-20 professional development workshops annually for groups of 30-100 participants
- Improved engagement with community members and organizations by implementing strategic communication efforts and launching creative online learning and community building initiatives
- Onboarded staff, completed regular performance evaluations and developed corrective action plans as needed

Administrative Committees:

- Excellence through Equity in Education
 - Increased intercultural competencies and the adoption of DEI initiatives amongst staff by planning and facilitating programs and events in conjunction with local community organizations
- Culturally Responsive Curriculum Think Tank
 - Developed the vision and implementation of diversity, equity and inclusion policies and initiatives by creating a culturally responsive curriculum, and staff training modules
- Teacher Academy Initiative and New Teacher Mentoring Program
 - Aided staff in progressing their career opportunities within the company by creating and delivering professional development workshops based on the specific needs of each cohort

Public Relations Strategist — The Fore/City College of New York - BIC

August 2020-June 2021

- Devised marketing campaigns for non-profit organizations and CPG brands by analyzing data and crafting PR campaigns that forged relationships between organizations and target demographic and psychographic groups

Program Manager: National & Local Programs — Sigma Gamma Rho Sorority, Inc. Brooklyn and Queens Alumnae Chapter | August 2012-July 2019

- Researched and implemented 3-5 programs monthly for youth, college-aged, and adult participants focused on financial literacy, health education, and civic engagement
- Maintained a participant satisfaction rate of 90% and above and a participant comprehension rate of 80% and above
- Increased the organization's reach and community engagement rate by 270% by garnering partnerships with community resource groups, elected officials, and brand partnerships
- Crafted and presented monthly budget and status reports to the local, regional, and national board of directors

Scholarship & Community Outreach Manager — Seven Roses Legacy Foundation

July 2014-August 2019

- Increased community engagement and brand perception by conducting financial health workshops for people seeking funding for higher education and college-bound and collegiate students
- Increased the scholarship's reach by 300% and secured funding by establishing partnerships with community organizations, government agencies, and educational institutions

Regional Program Manager — Swim 1922 International Committee in conjunction with USA Swimming
August 2012-July 2019

- Spearheaded over 20 large-scale annual regional and national initiatives
- Managed an annual budget of \$25k
- Standardized the execution of the program by authoring curriculum and delivering Train the Trainer modules
- Constructed and facilitated mental and physical wellness programs geared towards youth and family education and community empowerment
- Increased the reach of the initiative by 260% by securing strategic partnerships with community, non-profit, and private sector organizations
- Amplified the impact of the initiative by garnering media coverage by serving as the public relations manager and spokesperson for local and regional events

Vice President: Development & Operations — Sigma Gamma Rho Sorority, Inc. Brooklyn and Queens Alumnae Chapter | July 2018-July 2019

- Expanded the organization's presence on four college campuses by curating and facilitating individualized empowerment workshop series covering the topics of financial health, business development, and mental health
- Improved organizational performance by conducting performance gap analyses and modifying the standard operating procedures to parallel biannual strategic goals
- Increased the impact of the organization's programmatic arm by procuring and advancing partnerships
- Managed an annual budget of \$7k

Digital Marketing Manager — Sigma Gamma Rho Sorority, Inc. Brooklyn and Queens Alumnae Chapter
August 2014-October 2018

- Supervised and crafted media campaigns and multimedia assets for marketing initiatives
- Developed and implemented multi-level marketing campaigns across platforms

Recruitment & Retention Manager — Sigma Gamma Rho Sorority, Inc. Brooklyn and Queens Alumnae Chapter
June 2014 - July 2019

- Developed KPI data-based initiatives to enhance the member experience and improve retention rates
- Developed onboarding and maintenance curriculum based on organizational culture for recruitment and retention initiatives
- Facilitated leadership training events

ACADEMIC BACKGROUND

Master of Professional Studies — Branding + Integrated Communications, Focus: Public Relations
June 2021, City College, CUNY | New York, NY

Master of Science in Education — Early Childhood, Childhood and Special Education
May 2015, Molloy College | Rockville Centre, NY

Bachelor of Arts — Africana Studies & Sociology
May 2011, University at Albany, SUNY | Albany, NY

Apple Learning Coach — Apple
September 2021

Agency Ready Certification — PR Council
August 2021

Diversity & Inclusion in the Workplace —
ESSEC Business School
February 2021

Apple Teacher — Apple
April 2021

Google Educator, Level 2 — Google
August 2020

**New York State Early Childhood, Childhood and
Special Education Professional Certification** —
New York State Department of Education
September 2020

AFFILIATIONS

- Public Relations Professionals of Long Island
- National Association for the Education of Young Children
- PR Council
- Kappa Delta Pi, International Honor Society in Education

SKILLS & ABILITIES

- Community Engagement
- Partnership Development
- Program Development
- Research-Based Strategic Planning
- Data Analysis
- Budget Management
- Curriculum Development
- Project Management
- Public Relations
- Public Speaking

REFERENCES

Available upon request