

Contact

www.linkedin.com/in/imanipopejohns (LinkedIn)

Top Skills

Public Affairs
Contract Management
Supervisory Management

Certifications

Cosmetology
Certified Interior Decorator (CID)

Honors-Awards

One of 25 Top African American Millennials in PR to Watch
PRSA 2019 Best in Crisis Communications
2021 Bronze Anvil for Executive Communications
2020 PR Week "Best in Crisis" Award
Public Relations Society of America (PRSA) Bronze Anvil Award

Imani Pope-Johns

Award-winning Communications Pro: Public Affairs, Crisis Comms, Corporate & External Relations + Stakeholder & Community Engagement | Trade School Advocate | Mentor
Washington, District of Columbia, United States

Summary

Imani Pope-Johns currently oversees several teams of expert consultants on communications and customer experience contracts across several federal agencies at Aptive Resources. Prior to this role, she served as a civil servant leading strategic communications and media relations with a focus on thought leadership, reputation and product at the United States Digital Service (USDS) within the Executive Office of the President at the White House. Prior to USDS, she led communication for U.S. Representative Jahana Hayes of Connecticut, and proudly served in senior communications capacity for her alma mater, Howard University.

She has 15 years of experience in the communications field specializing in reputation management, public relations, employee and client engagement, external affairs, and partnerships with a passion for telling thought-provoking, plain language stories that influence decisions and inform audiences in any industry.

She has earned multiple accolades, including the National Black Public Relations Society and HuffPost "Top 25 Black Millennials in Public Relations to Watch" in 2017. She also won the 2019 PRSA THOTH "Best in Crisis Communications" award, along with three additional awards with her former communications team at Howard University. She is a mentor to rising talent in communications and a highly sought after advisor to entrepreneurs. She is also an active member of Delta Sigma Theta Sorority, Incorporated.

Experience

Aptive Resources
Senior Manager
April 2024 - Present (8 months)

I'm a senior manager leading a team of experts in the Human Experience division overseeing communication and customer experience contracts with several federal agencies, including OPM, IRS, and DCSA at DOD.

Aptive is a federal consulting firm in Virginia focused on providing expertise in health care, strategic engagement and digital transformation. Find out more about the various roles here: aptiveresources.com

United States Digital Service

2 years 4 months

Strategic Comms & Media Relations - Executive Office of the President
January 2022 - April 2024 (2 years 4 months)

Washington, District of Columbia, United States

Serving in a limited term, director-level role leading media relations and strategic communications strategy and implementation at the United States Digital Service (USDS) within the White House - Office of Management and Budget.

Collaborates with USDS project teams of engineers, product managers, operations and procurement leads, designers and technical advisors to promote the great work of USDS projects.

Lead and support communication efforts internally and externally, including executive & thought leadership communications.

Engages and regularly partners with communication teams at federal agencies, including OMB, DOL, HHS, CDC, USDA, SBA, VA, SSA, GSA, FCC and many more.

USDS Acting Director of Communications - Executive Office of the President

April 2022 - February 2023 (11 months)

Washington, District of Columbia, United States

Office of Congresswoman Jahana Hayes

Director Of Communications

May 2021 - January 2022 (9 months)

Washington, District of Columbia, United States

Director of Communications for U.S. Representative Jahana Hayes of Connecticut

Howard University

3 years 1 month

Public Relations Manager

November 2020 - May 2021 (7 months)

Washington DC-Baltimore Area

Focused on moving Howard University Forward!

Managing communications for a variety of schools and departments, including corporate relations, office of the president, the Howard Forward Strategic Plan, and more.

Senior Communications Specialist - Public Relations

May 2018 - November 2020 (2 years 7 months)

As part of the awardwinning public relations and university communications team, I raised the profile many schools and departments of Howard University amongst a global audience.

My focus was on the faculty, students, courses, events and more of in following: School of Divinity; The Graduate School; School of Communications; College of Nursing and Allied Health Sciences; Moorland Spingarn Research Center; Public Safety Department; Admissions/Undergraduate Studies; Enrollment departments; plus crisis communications and award submissions. I also supported numerous community engagement initiatives of various industries throughout the DC region

Freelance

Public Relations Communications Consultant

May 2015 - November 2020 (5 years 7 months)

Silver Spring, Maryland

I was a public relations manager and consultant secure clients top tier media placements. I worked with small businesses, startups and public figures in education, lifestyle, fashion, hospitality, non-profit, entertainment, health and wellness, beauty, tech and finance.

RP3 Agency

Public Relations and Social Media Consultant

July 2017 - April 2018 (10 months)

Bethesda, MD

I consulted on public relations related client projects and campaigns, assisted with research for RFPs, and managed client social media deliverables and execution. I worked alongside a great team of account managers securing

results for HRCI, National Law Enforcement Museum and several other clients in their roster.

DOI - Department of the Interior
New Media Intern
September 2011 - May 2012 (9 months)

Education

Howard University
Bachelor of Art, Public Relations · (2008 - 2012)

University of Maryland University College
MS of Management, Marketing/Marketing Management,
General · (2015 - 2017)