

Contact

www.linkedin.com/in/lawandatoney
(LinkedIn)
www.media-mingle.com (Personal)
www.labeautybeat.com (Blog)

Top Skills

Press Releases
Editing
Publicity

Certifications

Diversity, Equity and Inclusion in the
Workplace Certificate

LaWanda Toney

Senior Advisor Department of Education
Fort Washington, Maryland, United States

Summary

With over 16 years' and 10 years executive experience in the marketing and communication industry, I have proven track record of driving strategic growth and visibility for leading private, corporate and non-profit sectors, through conceptualizing, creating, developing, and implementing communication strategies; liaising with journalists; reporting to and advising senior management; where I am presently a Strategic Communications Director since 2013. I possess a strong analytic and creative problem solving ability with a decisive focus on business results. Respected as a hands-on, collaborative leader with demonstrated ability to build highly functional teams and successfully mentor young professionals within the marketing, public affairs, strategic communication and media outreach divisions.

Key Strengths: Strategic Communications, Strategic Plans, Digital Strategy, Copywriting and Editing, Marketing & Branding, Budgeting & Planning, Volunteer Engagement, Managing & Mentoring Staff, Event Planning, Advertising, Banners, Brochure Design, Business Writing, Catalogs, Content Management, Crisis Management, Customer Relations, Direct Mail, Editing, Employee Relations, Event Management, Market Planning, Marketing, Materials Management, Media Relations, Meeting Facilitation, Presentation Skills, Press Releases, Publicity, Recruiting, Retail, Sales, Stories, Project Management, Time Management, Industry Savvy, Research Skills, Communication Skills, Interpersonal Skills, Computer Skills, Decision Making, Teamwork, Active Listening, Analytical Skills, Initiative/ Innovative, Customer Relations, Problem Analysis, Organization Skills, and Process Oriented.

Experience

U.S. Department of Education
Senior Advisor
May 2022 - Present (1 year 4 months)

National PTA

12 years 7 months

Director of Strategic Communications

June 2013 - November 2022 (9 years 6 months)

Supervise and manage the communications, marketing, and public relations efforts of the organization, including the development and production of all print and electronic communications, to advance and support the National PTA, its programs, and services to members and the public. Reports to the Deputy Executive Director of Government Affairs and Communications.

- Highly effective functional leader who sets strategic direction, oversees execution, manages a \$500,000 budget.
- Successfully collaborates across all levels of the association to develop and execute integrated communication approaches to projects with a focus on reaching new and existing audiences.
- Develops and maintains the National PTA brand identity and strategic positioning plan as determined by the Board and Directors and Executive Director.
- Directs, supervises, and coordinates schedules, deadlines, and workflow for communications department staff; supervises use of outside creative and production services when required.
- Designs and maintains an executive communications platform and strategy, inclusive of internal and external audiences, multiple channels and key messages for the association's Executive Director and Board of Directors.
- Implements communication strategies to support the go-to-market/marketing strategy of the company.
- Provides support to the National PTA officers and other volunteers serving as spokesperson.
- Ensures consistency of PTA brand for all Association marketing and communications materials.
- Plans, directs and supervises all marketing and public relations plans, research, and promotion of National PTA programs, initiatives, publications, products, events and services.
- Oversees the management of Communications Department staff and budget.
- Demonstrable ability of providing effective communication strategies, advice, and support to Chief Executives, and Board of Directors.

Achievements:

Communication and Marketing Manager

May 2010 - July 2013 (3 years 3 months)

Alexandria, Virginia

Develops, implements, and monitors national communications and marketing strategies, activities and plans for various PTA programs

Works with department managers to develop and execute integrated communications approaches to projects with a focus on results

Coordinates and oversees National PTA brand identity and awareness campaign, ad placements, and special projects with ad agencies and other consultants

Develops and leads communications and marketing strategies and materials for local and state PTAs to help convey a compelling image

Designs strategies and schedules for promotional events and comprehensive outreach campaigns

Responsible for the management and development of National PTA social media team

Leads the development of our PTA booth and PTA kit and successfully streamlined and reduced the cost of production for both products by thirty percent.

Writes, edits and proofs all marketing materials for National PTA

Manages the Communication Specialist and Production staff

Supports local and state PTAs with their communication and marketing needs

LA Communications Group LLC

CEO

January 2010 - May 2010 (5 months)

Regent Group LLC

Director New Creative Development and Communications

July 2007 - March 2010 (2 years 9 months)

Develops all creative concepts and sales materials

Pitches creative concepts to potential clients

Expanded the creative staff with additional copywriters, graphic designers, multimedia designers

Assigns and communicates creative projects to graphic designers

Oversees the agency team members in final revision steps to make each piece as strong as it can possibly be before releasing it in a turnover meeting

Capital Bookfest

Coordinator

2006 - 2009 (3 years)

Encore Marketing

New Product Development Manager

July 2006 - July 2007 (1 year 1 month)

Developed creatives for direct mail catalogs.

Edited copy for all web and print materials.

Directed art directors and product managers for marketing strategies.

Managed the creative development process for new programs

Developed layouts for all new membership guides

Wrote copy for new guides

Manages development timelines of new guides

Ensured new guides are reviewed by specific departments before launch

Implemented copy and creative changes from clients

Oversaw creative development of posters and banners for call centers for new clients

Worked with benefit development team for approval of copy and art from their vendors

Functioned as the client liaison to obtain pages/ content and communicate creative development and production schedules

AOL

Marketing Operation Specialist

July 2005 - July 2006 (1 year 1 month)

Assured the marketing department adheres to retail program regulations

Managed production schedule for retail team

Scheduled and manage retail marketing meetings.

Managed work orders and issues for monthly testing.

Purchased all paper products for marketing retail totaling over \$10 million dollars a year.

Directed all workflow performed by supply chain, marketing and art departments.

Communicated delivery updates, order statuses and solves any production problems.

Hecht's/Strawbridge's

4 years 4 months

Direct Mail Advertising Coordinator

August 2003 - July 2005 (2 years)

Assured direct mail pieces production schedule is adhered to by art and copy.

Managed production schedule

Scheduled turn-in meetings.

Worked closely with the President, Senior Merchandising Managers and Vice President of Advertising to conduct weekly advertising presentations to senior management.

Created plot sheets and assign image numbers to product that needs to be shot

Directed all workflow performed by Art Directors, Copywriters and Film Department.

Advertising Copywriter

April 2001 - August 2003 (2 years 5 months)

Wrote advertising that directly contributed to 101.8% of planned sales for 2003.

Developed creative advertising themes for newspaper advertisements for 80 store locations across the United States.

Wrote creative headlines and copy that attract and retain consumers in the Home, Intimate, Accessories and Bridal departments.

Proofread and edited all advertising material before mass reproduction.

Received the 3rd Quarter 2003 Management Award for outstanding performance in advertising.

District of Columbia Bar

Information Specialist

April 2000 - April 2001 (1 year 1 month)

Prepared and distributed press releases, recruitment letters and information packets for special section events.

Drafted promotional copy and brochures for community outreach activities and projects.

Prepared articles for various Bar publications.

Responsible for event management at DC Bar sponsored events

Airwaves Communication

Field Producer

February 1999 - June 1999 (5 months)

Pitched stories magazine television shows including, "Hard Copy," "Entertainment Tonight" and "Consumer Reports Television News."

Produced in the field for "Hard Copy" and "Consumer Reports Television News."

Booked crews and feeds for 95 top ten markets.

Education

Trinity Washington University
ma, communication · (2002 - 2004)

Trinity University
M.A, Communications · (2002 - 2004)

Howard University
BA, Journalism · (1995 - 1999)

Howard University
B.A, Broadcast Journalism · (1995 - 1999)

Howard University
Bachelor of Arts - BA, Communication and Media Studies · (1995 - 1999)