

# TIHANNA McCLEESE

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## COMMUNICATIONS PROFESSIONAL & EXECUTIVE COACH

STRATEGIC COMMUNICATIONS | PUBLIC RELATIONS & MARKETING | BRAND AWARENESS

- Innovative senior communications director with over 15 years' experience defining narratives, coaching, public engagement, project implementation, media outreach, digital marketing, and leadership development.
- Develops strategic communications to manage, build, and sustain corporate image and customer satisfaction.
- Skilled at developing brand initiatives, internal communications, company messaging press releases, handling external media relations, and enhancing corporate culture as well as business strategy.
- Experienced at implementing marketing plans, increasing customer awareness, and supporting business goals.
- Passionate storyteller with a unique ability to create visionary brand values that are impactful and authentic.
- Believes in socio-emotional health and well-being to create successful, inclusive, and diverse environments.

### CORE COMPETENCIES

Executive Problem-Solver | Marketing Partnerships | Diversity & Inclusion | Client Relations | Negotiations | Brand Engagement | Copywriting | Nonprofits | Tech | Innovation | Social Media | Public Relations | Executive Coaching | Public Speaking | Facilitation | Cross-Functional Team Building | Results-Only Work Environment (ROWE)

### PROFESSIONAL EXPERIENCE

**TIHANNA LOUISE COACHING & CONSULTING** [www.tihannalouise.com](http://www.tihannalouise.com)

2015 - PRESENT

TihannaLouise.com is a transformation coaching and communications consulting company that supports professionals and creative entrepreneurs, authors, and professional organizations with communications and personal development coaching.

- Trained and coached more than 250 professionals to effectively engage with a concise and compelling message.
- Built member subscription private Facebook coaching group for continuous content and engagement.
- Built five free, urban tiny libraries through donation funding from local business community stakeholders.
- Supervise daily operations - business planning, social media, public relations, marketing, and product creation.
- Devise and develop customized signature-coaching programs for clients centered around personal and professional mastery.

**HOTWIRE GLOBAL | VP of CORP. & EXECUTIVE COMMUNICATION - Remote**

2020 - 2022

Hotwire is a global technology communication consultancy who works with some of the world's most innovative technology brands.

- Created strategic thought leadership strategy for Nike's Supply Chain division – platforms built for COO and five sr. level executives around digital transformation initiatives that helped brand deliver nearly 2B units amidst pandemic and other disruptions
- Partnering with clients such as Facebook, Cloudera, McAfee, Avaya, and Bitly to develop crossover executive messaging platforms and building out the corporate communications practice to support these efforts at scale
- Developing new speaker training curriculum for senior level executives and media training for Amazon, Facebook and other large tech companies.
- Providing strategic communications counseling and coaching for media strategy and initiatives
- Serving as team leader for large scale accounts and mentor for mid and junior level team members
- Manage, lead, guide, and mentor mid and junior level communications and marketing staff.

**KAPOR CENTER | DIRECTOR OF PUBLIC RELATIONS - REMOTE**

2020 - 2021

The Kapor Center is a group of brands that work together to identify and remove barriers of entry and success in STEM fields to ensure that the most vulnerable in our communities are not left behind. Manage accounts for all four of the parent organizations corporate and nonprofit brand entities including public relations, media relations, thought strategy, social media, branding, and marketing.

- Created strategic partnership digital campaign for Black History month – increased engagement by 100%.
- Pitch new ideas to C-suite leadership team. Amplify content and social concepts to propel brand coverage.
- Develop messaging, talking points, and sound bites for senior leadership teams and relevant spokespeople.

- Foster deep relationships with tech and business reporters who are from underrepresented backgrounds.
- Secure national media interviews and coverage for Kapor's spokespeople and initiatives in tier 1 press outlets.

#### **MAGNETIC SPEAKING | FACILITATOR & COACH - REMOTE**

**2020 - 2021**

- Magnetic Speaking is a public speaking training company in San Francisco that helps smart, thoughtful executives improve leadership communications skills to effectively present in professional settings. Develop curriculum through workshops and retreats to help professionals gain confidence, release anxiety, and create influence.
- Expanded and exclusively led the Women in Leadership program resulting in an 18% increase in new enrollments.
- Taught a weekly speaking class designed to help participants learn a tangible public speaking skill in one hour.
- Facilitated full day public speaking bootcamps in the areas of delivery, messaging, and storytelling.
- Provided guidance, direct feedback, and custom-tailored information to clients in 1:1 coaching sessions.

#### **SAN MATEO COUNTY BEHAVIORAL HEALTH & RECOVERY | Consultant**

**2018 - 2019**

Provided services and support for children, youth, families, adults and older adults for the prevention, early intervention, and treatment of mental illness and/or substance use conditions.

- Created and published a full quarterly newsletter called "Wellness Matters."
- Coached department heads around content creation, writing, editing, and article creation.
- Developed social media strategies and initiatives that increased online engagement.

#### **ABC 7/KGO 810 AM | News Reporter & Writer**

**2011 - 2017**

ABC 7/KGO 810 AM is an ABC and Cumulus owned and operated television and radio station licensed to San Francisco, California, US and serving the San Francisco Bay Area. Handled the daily cycle of news, assembling stories, and broadcasts.

- Covered multiple stories across the seven Bay Area counties daily as a field news reporter.
- Helped lead the station's award-winning coverage of "Occupy Oakland" and the "Oscar Grant Trial."
- Provided multiple live shots for several newscasts each day, alongside packaged video, and audio news stories.
- Delivered stories with the audiences' perspective in mind. Provided direction in breaking-news situations.

#### **OF NOTE**

**ADDITIONAL EXPERIENCE:** News Reporter and Anchor at news stations across the nation – FOX, ABC & CBS.

**AFFILIATIONS:** Public Relations Society of America, National Association of Black Journalists & Toastmasters, International Coaches Association, National Speakers Association

#### **EDUCATION & CERTIFICATION**

**Master of Arts, Communications Management** - University of Southern California

**Bachelor of Arts, Broadcast Journalism** - San Francisco State University

**CERTIFICATIONS:** IPEC/ICF Certified Executive Coach, Energy Leadership Index Master Practitioner

#### **PROFESSIONAL EXPERIENCE, CONT.**

#### **BALLOTPEDIA | Communications Manager - Remote**

**2016 - 2017**

Ballotpedia is an online encyclopedia of American politics and elections, with the goal of informing citizens as well as providing accurate objective information on US politics. Provided external communications' outreach by creating informative social media content and political race analysis through different platforms also enhanced media opportunities to share objective political information.

- Spearheaded the launch of a new weekly online editorial newsletter sent to more than 70k subscribers.
- Drove strategy to grow company Twitter account from 35k to 50k subscribers in less than one year.
- Managed the successful redesign and platform transition of the company website.
- Jointly developed with editorial team content for newsletters and other distribution channels.
- Developed and promoted content through social media campaigns, driving number of followers and engagement.
- Monitored content performance by tracking all email marketing products, analytics, and developing insights.

- Managed relationships with key external stakeholders, including journalists and media outlets.

**CALIFORNIA STEM LEARNING NETWORK | Director of Communications & Marketing**

**2013 - 2018**

The California STEM Learning Network is an organization dedicated to addressing California's growing technology workforce needs, as well as preparing students to contribute to the changing economy by increasing interest, capabilities, and expanding access to high quality science and technology education. Design and implement communication strategies, as well as revamping the company website, increasing traffic, and dissemination of corporate & marketing content.

- Established social media presence - tripled social media follows and engagement in less than one year.
- Updated strategic communication plan with a new social media approach and recommendations for improvement.
- Secured the company's first tier 1 national media mentions and press coverage for its annual conference.
- Led the redesign and upgrade of the company's award-winning website.
- Designed and coordinated an internal web application that allowed company's stakeholders to communicate.