

Paula Owens

Atlanta Metropolitan Area, GA • 770-714-1930

paula.owens.e@gmail.com | www.paulaeowens.com |
<https://www.linkedin.com/in/paulaeowens/>

PROFESSIONAL SUMMARY

Passionate and innovative senior-level communications professional specializing in public relations and digital communications. Skilled in developing and executing marketing and community relations strategies for high-profile organizations. Expertise in leveraging media production and business coordination experience to create high-performing storytelling techniques across social media, web, and traditional media to establish brand identity and promote organizations.

Core Competencies:

Marketing & Communications | Media Campaign Development | Strategic Planning & Branding | Public Relations | Content Development | Project Management | Social Media Marketing | Press Releases | Crisis Communications | Team Leadership | Cross-Functional Communication | CRM | Airtable | Google Analytics | Mentorship | Collaboration

PROFESSIONAL EXPERIENCE

GROUNDSWELL, INC – Washington, DC (2024 – 2024)

Vice President of Marketing and Communications

Led strategic marketing and communications efforts to build and promote brand awareness, voice, and national reach. Managed the MarCom department, including social media/podcast coordinator, Creative Director, and Public Relations Director.

Key Accomplishments:

- Developed and executed a multi-year strategic communications plan aligned with the organization's mission.
- Led a brand audit of social media, collateral, website, and newsletters to define the organization's voice.
- Successfully enhanced storytelling narratives for B2C projects, increasing organizational awareness.
- Established KPIs to measure communications success.

- Advised the CEO and COO on strategic priorities.
- Launched an internal communications liaison team to expand partnerships and organizational reach.

CLARK ATLANTA UNIVERSITY – Atlanta, GA (2022 – 2024)

Communications Manager

Directed communications and PR campaigns for university-wide projects, fundraising events, and initiatives. Managed media relations, wrote press releases, and developed content for digital and print platforms.

Key Accomplishments:

- Led a team of webmasters, designers, and social media specialists, increasing team productivity by 20%.
- Developed crisis communications strategies to enhance preparedness.
- Maintained an editorial calendar and project tracker.
- Strengthened university visibility and public perception.
- Ghostwrote for executive leadership, including the university president.

CITY OF ATLANTA, DEPARTMENT OF CITY PLANNING – Atlanta, GA (2020 – 2022)

Senior Public Relations Manager

Managed internal and external marketing and communications strategies for the department. Oversaw media relations, developed PR strategies, and collaborated with the Mayor's Office on communications initiatives.

Key Accomplishments:

- Managed a cross-functional team of six, providing mentorship and development opportunities.
- Increased social media engagement by 1,200 followers annually.
- Implemented inclusive communication strategies.
- Produced high-quality video content in collaboration with external videographers.
- Led crisis communications planning and execution.

- Served as primary spokesperson for media inquiries.

MILLER OWENS COMMUNICATIONS – Atlanta, GA (2019 – Present)

Founder & Co-Director of Communications

Co-founded a PR and communications agency specializing in crisis communications and brand development.

Key Accomplishments:

- Developed crisis communications strategies to protect client reputations.
 - Secured media coverage and interviews for clients on local news networks.
 - Planned and executed media-related events.
 - Provided media coaching and interview preparation for clients.
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EDUCATION

Regent University

Master of Arts in Communications – Concentration in Social Media & Public Relations

Alabama A&M University

Bachelor of Arts in English – Concentration in Communications

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America (PRSA), National & Georgia Chapters
 - Alpha Kappa Alpha Sorority, Inc., Member
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