

PRESLEY CONNOR

Communications & Digital Media Professional

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EXPERIENCE

OFFICE OF THE CITY ADMINISTRATOR | WASHINGTON, DC

Communications Director | January 2024 – Present (Temporary Detail)

- Led District response to local, regional, and national media inquiries on federal administration changes through consultation with executive leadership
- Planned and staffed press events for local officials including the Mayor and City Administrator
- Supervised communication efforts of 15 government agencies including the Departments of Public Works, Transportation, and Energy and Environment

DC HIGHWAY SAFETY OFFICE (HSO) | WASHINGTON, DC

Public Affairs Specialist | December 2024 – Present

- Coordinated cross-agency communication efforts among DMV, DPW, DDOT, DFHV, and Vision Zero to ensure cohesive traffic safety messaging
- Supported crisis response efforts during JIC activations for NSSEs and severe weather events, ensuring accurate and timely public messaging

Program Analyst | October 2023 – December 2024

- Administered a portfolio of 8 grant-funded projects, including a \$1 million media vendor contract, ensuring compliance and timely reporting
- Crafted a positive public perception of the office through earned media, press conferences, and the creation of a multimodal umbrella campaign

STUDENTS AGAINST DESTRUCTIVE DECISIONS (SADD) | WASHINGTON, DC

Assistant Director of Communications | October 2022 – October 2023

- Increased the social media engagement rate per impression by approximately 39% through curated content published to all major channels
- Managed publicity efforts which led to approximately 35 billion annual impressions via secured media opportunities for senior leadership

Digital Strategy Manager | June 2021 – September 2022

- Redefined SADD's digital presence by consolidating 60+ fragmented social media pages into a cohesive 5-platform strategy to maximize audience reach.
- Designed an integrated website + membership database in Wix to improve user experience and CRM, which increased the average site session duration by 67%

Youth Engagement Specialist (TN) | July 2020 – May 2021

- Developed grassroots public education campaigns in an effort to increase awareness and promote behavioral change to ensure safe roadways
- Networked with 80+ Tennessee school systems to provide health & safety programming in their districts

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA) | REMOTE

Impaired Driving Division Intern | June 2020 – July 2020

- Created communication templates to be used by advocacy groups interested in addressing micro-mobility safety within their communities
- Completed a comprehensive review of all 50 state highway safety plans as it relates to teen safety efforts pre-COVID and provided recommendations

EDUCATION

FREED-HARDEMAN UNIVERSITY | HENDERSON, TN

B.A. in Communications, emphasis in Public Relations | August 2019 – May 2021

- Minor in Political Studies
- Summa Cum Laude
- Honors Program
- Alpha Chi National College Honor Society
- FHU Lions Collegiate Cheer | 2 seasons

LEADERSHIP
+ PROF.
DEVELOP.

GOVERNORS HIGHWAY SAFETY ASSOCIATION | WASHINGTON, DC

- Member | 2024-Present
- 2x Top 3 Highest-Rated Annual Meeting Workshop Presenter | 2023 + 2024

SADD BOARD OF DIRECTORS | WASHINGTON, DC

- Staff Liaison to Alumni Engagement Committee | 2021-2023
- Chair of Alcohol Policy Task Force | 2019-2020

3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY | STOCKHOLM, SWEDEN

- United States Delegate | February 2020

SKILLS

- Grant Management
- Public Speaking
- Crisis Communications
- Collaboration

- Trend Identification
- Campaign Strategy
- AP Style Writing
- Graphic Design

- Canva
- Wix
- Adobe Creative Cloud
- Microsoft Office