**Nolu Crockett-Ntonga***Press and Public Outreach Officer*

**professional Summary**

International development communications professional with more than 10 years of experience working with high-ranking government officials in the U.S. and in more than 20 African countries. Design and implement strategies that deepen external relations with stakeholders. Build and influence coalitions. Grow organization’s brand. Strong political instincts. Handle the greatest challenges with utmost diplomacy.

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| **SKILLS**   |  | | --- | | **Communications** | | Talking points | | Press releases | | Web content | |  | | **Writer/Editor/Producer** | | Video, audio, print | | Tailor to audience | | Editorial input | |  | | **Strategic Communications** | | Create awareness | | Enhance brand | | Build relationships | |  | | **Spokesperson** | | Dependable | | Calm in crisis | | Adapt to change | |  | | **SELECTED ACCOMPLISHMENTS**  ***Built relationships, maximized resources, delivered results:***  *Led CARE’s Washington office in developing online communications toolkit for stakeholders* to contact key Members of Congress on food security issues. Collaborated with legislative specialists. Conducted staff training; wrote success stories to amplify messages, grow brand; and served as liaison to communications coalition, resulting in ***Feed the Future***, the U.S. Government’s $10.15 billion public/private initiative on global hunger***.*** *Launched and grew Twitter following from 0 to 2,000 plus in 6 months* for Africa Center for Strategic Studies (Department of Defense), as part of designing and managing the agency’s first social media strategy. Created the organization’s first Facebook page and developed its first e-Newsletter. Initial opt-in subscriber base of 10,000 stakeholders included our strategic partners, key members of Congress and influencers at the Pentagon and the State Department. *Increased visibility for The Corporate Council on Africa by 50%.* Created and uploaded daily content, maintained LISTSERV. Collaborated with senior leaders to reflect changing priorities and evolving needs. |

**Professional profile**

**Proven record of accomplishments collaborating within and across teams for NDI, CARE, The** **Corporate Council on Africa. Developed and implemented** strategies that increased appreciation for organizational activities

**In more than 10 years as a journalist, covered the White House for NPR. Also worked in Africa** as a development specialist writing engaging content including success stories. Example: [**Liberia-Rebuilding Agriculture**](http://allafrica.com/stories/200801080784.html)

**Skilled at rapidly developing messaging on disaster response, sustainable development and food security issues**.Have published blogs, tweets, status updates, fact sheets, video and audio scripts, other content as needed. Example: [**Haiti Land Tenure**](http://www.huffingtonpost.com/lindsay-coates/land-tenure-haitis-elepha_b_643356.html)

**Up-to-date technical skills for compelling presentations on** **Facebook, YouTube, Twitter**. Use Constant Contact, Google Analytics, Adwords, digital photography, Word Press, other content platforms

**Lifelong learner, staying abreast of emerging trends. Analyze relevance for** organizational objectives. Teach, learn, adapt, encourage others and build productive relationships

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Page 2 of 3 Nolu Crockett-Ntonga 301.219.1969 [NoluCN@gmail.com](mailto:NoluCN@gmail.com)

**RELEVANT EXPERIENCE**

### Communications & Outreach Advisor *Aug 2011-present*, 30 hours per week

### *Global Outreach | Strategic Partnerships,* Washington, DC *(*[*www.NoluCN.com*](http://www.NoluCN.com)*)*

* Advise senior organization leaders on outreach and partnership strategies to reach goals
* Direct messaging online and in person. Write, edit, produce content

### Senior Communications Manager *Sept 2010-Aug 2011*, 40 hours plus per week

***Africa Center for Strategic Studies, Department of Defense***, Washington, DC ([*www.AfricaCenter.org*](http://www.AfricaCenter.org))

* Worked closely with international and interagency teams at Pentagon and on Capitol Hill to

produce written materials for internal and external messaging

* Worked with regional teams to generate success stories to communicate organization’s

impact, expertise and value

### Senior Communications Consultant *Mar 2010-Sept 2010*, 40 hours per week

### *InterAction,* Washington, DC *(*[*www.InterAction.org*](http://www.interaction.org)*)*

* Engaged media on Haiti earthquake and MDGs prior to UN General Assembly, increased visibility
* Wrote news releases and fact sheets on G8/G20 summits, PSD/QDDR, other issues

### Policy Communications Manager *Sept 2008-Mar 2010,* 40 hours plus per week

***CARE USA***, Washington, DC ([*www.CARE.org*](http://www.CARE.org))

* Coordinated closely with CARE’s legislative staff, regional offices, development and donor

communities to ensure communications responded to priorities and message strategies

* Placed leadership on national media, driving donations to CARE for Haiti disaster response

### Program Director *Apr 2006-Aug 2008,* 30 hours per week *Chronicle International*, Washington, DC

* Advanced private/public sector initiatives with creative outreach and media partnerships
* Wrote to publicize plight of Liberian refugees using integrated communications strategy

**Communications Director**, *Mar 2005-Feb 2006,* 40 hours plus per week

***Corporate Council on Africa***, Washington, DC ([*www.AfricaCncl.org*](http://www.AfricaCncl.org))

* Led marketing and branding, making CCA the go-to organization on US-Africa business
* Built 24 new media relationships. Expanded investment in Africa by publicizing opportunities

### 

### Program Director/Outreach Advisor*, Feb 1993-Jan 2005,* 40 hours plus per week

### *Chronicle Communications*, South Africa and Cameroon

* Designed, implemented, managed democratic governance programs in 15 African countries resulting

in more effective engagement of civil society

* Wrote 50 articles and 20 handbooks, resulting in positive stories and effective outreach resulting in

transformation of SABC (South African Broadcasting Corporation)

**Freelance Writer/Reporter/Producer/News Analyst**, *Jan 1985-Dec 2002,* 10 hours weekly

* Published in *The New York Times, The Washington Post, Essence Magazine*, among others
* Television and radio news analyst for CNN, CSPAN, BBC, PRI, among others

**Writer, Reporter, Correspondent, Producer**   
 ***National Public Radio***, Washington, DC ([*www.NPR.org*](http://www.NPR.org))**,** *Jan 1980-Jan 1993,* 40 hours plus weekly

* Covered the White House, Congress, The Supreme Court and federal agencies

**education**

***Knight Fellow,* Stanford University, International Affairs**

***Master of Science,* Northwestern University, Medill School of Journalism-Media-Integrated Communications**

***Bachelor of Arts, English Literature***, **University of Illinois, Chicago Circle Campus**

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**I am a U.S. citizen.**

**Past Supervisors:**

**Stephen Hayes**

President

*Corporate Council on Africa*

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