





Melonee Gaines

COMMUNICATIONS and OUTREACH MAVEN

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CLIFTON STRENGTHS



SKILLS



EDUCATION

M.A. English

University of Memphis

B.A. English literature

University of Southern Mississippi

Minor: Biology

Professional Teacher's License

English 7-12 | State of Tennessee

LIC #000563746 Exp. 8/31/2024

ABOUT ME

I am a dynamic communications professional dedicated to a purposeful life to advocate, enrich, and restore high-potential, marginalized people and communities.

From managing the programming, fundraising, & outreach at an HBCU in post-Katrina New Orleans to serving as a national non-profit new media architect and outreach & development director, I am an efficient and task master with a zeal for mission driven narrative amplification.

EXPERIENCE

Peace Studio Fellow

The Peace Studio / September 2022-present

Initial one-year \$10K fellowship to launch journalism project, The Mississippi Mixtape.

Owner, Lead Maven

MPact Media Group / Memphis, TN / 2011-present

Owner & lead maven of PR and communications firm currently in edtech and political spaces. Featured freelance writer for national and regional outlets like TheGrio.com, CRISIS Magazine, MLK50, and WKNO News. Living Cities Fellow (2021) for Memphis.

- Launched public relations campaign for edtech startup Tutored By Teachers that contributed to the success of a \$10 million Series A fundraise.
- Scaled marketing efforts for Kudzukian Network marketing for their "Lucky 7" campaign that yielded 4 press placements and landed new partnership.

Senior Reading Advisor

Shelby County Schools / Memphis, TN / 2011-present

Lead in-school advisor for reading curriculum and instructional intervention with specialized training duties for literacy strategies and ELA content area support:

- Community outreach lead for all school and district initiatives with fundraising efforts exceeding \$8000 in one week.

❖ Non-Profit Leader, Media Affairs and Community Outreach

Swing Phi Swing Social Fellowship, Inc. / Wash. DC / 2009-2017

Comms Officer, EIC of nat'l newsletter & social media; orchestrated fundraising for youth summit yielding over \$10K for scholarships and initiatives in Flint & Atlantic City

❖ Program Coordinator and Outreach Specialist

Southern University at New Orleans Center for African and African American Studies / New Orleans, LA / 2007-2009

Lead programming and outreach that increased community engagement & marketing.

❖ Adjunct Instructor, English

U of Memphis, SELU, SW TN Comm. College, AR State U / 2005-2011