


LEE GREENWAY

COMMUNICATIONS PROFESSIONAL

I am a broadly-skilled professional with more than 15 years' experience developing and executing communications strategies targeting audiences of all sizes, leveraging both traditional and digital channels to build brand identities; communicating transactional, aspirational, narrative, and crisis messaging; and training stakeholders to effectively use communications tools.

 478-396-8171

 lgreenwaycomms@gmail.com

 linkedin.com/lee-greenway

EDUCATION

Master of Arts

Journalism & Mass
Communications
University of Georgia, 2003

Bachelor of Science

Communications & Information
Technology
*Middle Georgia State University,
2001*

Associate of Arts

Journalism & Mass
Communications
*Middle Georgia State University,
1999*

CERTIFICATIONS

- FEMA ICS Public Information Officer, Basic
- FAA-certified drone pilot (Part 107 certificate)

PROFESSIONAL EXPERIENCE

Director of Communications | Middle Georgia State University
Macon, Georgia, Feb. 2016 - Feb. 2022

Led a small team of communications professionals and managed all aspects of University communications, including enrollment messaging, crisis communications, digital communications strategy, university public and media relations, and implementation and management of communications platforms.

Web Content Strategist | Middle Georgia State University
Macon, Georgia, Aug. 2015 - Jan. 2016

Oversaw all aspects of the University's web presence, including overall user experience and navigability, production of content for top-level pages, consultation with internal stakeholders for lower-level content, web analytics, and integration of other digital platforms.

Director of Communications | Alpha Lambda Delta National Honor Society
Macon, Georgia, Nov. 2003 - Apr. 2015

Managed all communications and technology for the central office of a national nonprofit. Produced all print and digital content for promotion of the Society, internal communications with chapters and the National Council. Organized and executed annual Council meetings and National Conventions.

Adjunct Lecturer/Advisor, Journalism | Mercer University
Macon, Georgia, Aug. 2006 - Dec. 2014

Advised staff of the student newspaper *The Cluster* on various aspects of journalism practices and ethics, newspaper design and production, and operational considerations. Additionally, taught courses in Basic Newswriting and Civic & Community Journalism for the Department of Journalism.

SKILLS & PROFICIENCIES

- Talented writer with the ability to adopt multiple writing styles, experienced ghostwriter and speechwriter.
- Public relations officer with experience handling media inquiries and coaching leadership on interview tactics, media management, and public relations best practices.
- Communications strategist who has developed institution-level communications plans for both crisis and general messaging.
- Designer with experience creating materials ranging from logo design to complete magazine production.
- Proficient with multiple platforms, including Microsoft Office, Adobe Creative Cloud applications, Google Analytics, Meltwater and Critical Mention monitoring, and multiple collaboration/management platforms.