

KAYLYNN R. STEPHENS

Multimedia Communications & Community Outreach Professional

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EDUCATION

Virginia Commonwealth University (VCU) — Richmond, VA

Bachelor of Science in Mass Communication, Minor in Political Science | 2019

AREAS OF EXPERTISE

- Strategic Communications & Content Development
- Project Coordination & Administrative Support
- Community Outreach & Stakeholder Engagement
- Social Media Management & Analytics
- Public Relations & Media Coordination
- Data Analysis & Reporting
- Multimedia Production (Videography, Photography, Editing)

TECHNICAL SKILLS: Adobe Creative Suite (Premiere, Photoshop, InDesign, Illustrator, Acrobat), Canva, Microsoft Office (Word, Excel, PowerPoint, Teams, Outlook), Website Design, SEO

CORE COMPETENCIES

- **Communications & PR:** Crafting communication plans, press releases, and coordinating with media.
- **Content Creation:** Designing and publishing digital content—social posts, blogs, promotional materials, and flyers.
- **Project Management:** Leading campaigns, events, and marketing initiatives from planning to execution.
- **Outreach & Engagement:** Building relationships with communities, stakeholders, and public officials.
- **Data-Driven Strategy:** Leveraging analytics to assess performance and guide content and engagement strategies.

- **Social Media:** Managing platforms (Facebook, Instagram, X/Twitter) to boost audience engagement.
- **Crisis Communications:** Managing sensitive messaging in high-stakes scenarios.
- **Administrative Support:** Coordinating schedules, documentation, and communications in dynamic settings.

INTERPERSONAL STRENGTHS

- Collaborative and team-oriented
- Strong verbal and written communicator
- Skilled in stakeholder relationship-building
- Creative, flexible, and solutions-focused

PROFESSIONAL EXPERIENCE

CITY OF NORFOLK, NORFOLK, VA..

Neighborhood Development Specialist

June 2025 - Present

- Partner with civic leagues, residents, and stakeholders to strengthen neighborhood capacity and engagement.
- Research, analyze, and interpret neighborhood-level demographic, socioeconomic, and housing data to identify community needs, gaps, and priority areas for targeted outreach and revitalization.
- Coordinate and support neighborhood improvement initiatives, including block-by-block revitalization, beautification, and safety projects aligned with resident priorities.
- Develop and implement data-informed outreach strategies tailored to the cultural and demographic contexts of Norfolk neighborhoods, increasing participation in civic leagues, workshops, and community meetings.
- Provide coordination and administrative support for community meetings and City Council-led advisory committees, including scheduling, agenda preparation, minute-taking, and follow-up documentation.
- Prepare and distribute meeting summaries, action items, and reports to City Council members, civic league leaders, and city departments.
- Assist with conducting outreach, workshops, and presentations connecting residents with city resources, programs, and opportunities.
- Serve as a liaison between residents, civic leagues, City Council, and city departments to address concerns, resolve conflicts, and improve service delivery.
- Support citywide events and special projects that promote civic engagement, equity, and inclusive neighborhood development.

BRITT'S FLORIST INC., NEWPORT NEWS, VA.
Communications Specialist & Administrative Assistant
January 2018 - May 2025

- This was my family-owned and operated business, where I assisted as needed in designing, developing, and implementing digital engagement strategies, including website redesigns and social media content creation.
- Helped increase Google Business Profile interactions and gross sales, and analyzed data to determine views and inquiries about products and services.
- Directed and produced promotional content.
- Generated contracts and invoices for clients (weddings, social events).

JOHNS HOPKINS MEDICINE, BALTIMORE, MD.
Marketing Project Administrator for the JHM Diabetes Prevention & Education Program
September 2022 - July 2024

- Developed and executed marketing and communication strategies to engage physicians and eligible patients, increasing participation in Diabetes Prevention (DPP) and Diabetes Self-Management Training (DSMT) programs.
- Created innovative promotional and educational materials to raise program awareness and drive enrollment.
- Planned and managed community engagement initiatives, including outreach events across JHM entities, enhancing market penetration, social media engagement, and acting as a liaison between medical staff and community stakeholders.
- Collaborated with stakeholders, vendors, and departments to ensure communication strategies aligned with project objectives.
- Analyzed performance metrics to track marketing effectiveness, meet referral targets set by the Maryland Health Services Cost Review Commission, and optimized strategies.
- Facilitated marketing and publicity projects for community-based and internal outreach, ensuring timely execution and compliance with organizational and Baltimore Metropolitan Diabetes Regional Partnership grant requirements.

WAVY-TV/FOX-43 NEWS, PORTSMOUTH, VA.
Assignment Editor & Digital Content Creator
June 2019 - April 2021

- **Content Creation:** Wrote, edited, and published diverse content for WAVY.com, including lifestyle, community events, crime, and breaking news reports.
- **Investigative Reporting:** Researched public records and conducted interviews using the Freedom of Information Act (FOIA) to ensure accurate and reliable reporting.
- **Relationship Building:** Established and maintained trust with public information officers and media personnel, enabling WAVY-TV to consistently deliver accurate breaking news ahead of competitors, increasing viewership and online engagement.
- **Social Media Strategy:** Monitored and analyzed social media analytics to optimize content performance on platforms like Facebook, Twitter, and Instagram.
- **Collaborative Production:** Worked closely with producers, reporters, and journalists to coordinate content production for breaking digital and broadcast newscasts.
- **News Coordination:** Led meetings with reporters, producers, and photojournalists to assign and plan stories for nightly newscasts.
- **Media Communication:** Drafted and distributed timely and accurate media releases to producers and newsroom staff for media coverage and breaking news updates.

RELEVANT CONTENT CREATION & COMMUNITY ENGAGEMENT

- **Johns Hopkins Medicine:** *Community Service Subcommittee Member, Marketing & Communications Engagement & Diversity Committee* | May 2023 – July 2024
Contributed to internal campaigns and outreach initiatives focused on diversity, equity, inclusion, and staff well-being. Supported culturally competent communications and health literacy efforts across patient and employee channels.
- **Garris Group Family Services LLC:** *PRN Marketing & Outreach Support* | 2024 – Present
Create promotional and educational content for residential and behavioral health programs serving individuals with Intellectual/Developmental Disabilities (ID/DD) and Serious Mental Illness (SMI).
- **PBS Richmond WCVE-TV / VCU Insight:** *Multimedia Reporter* | Aug 2018 – May 2019
Reported on local health, education, and community issues, using digital storytelling and broadcast journalism to elevate public interest topics.