



# Alana Sanders

Author \* Educator \* Consultant \* Public Servant

## EDUCATION

Year: 1995-2000  
Bachelor Of Fine Arts  
Grambling State University

Year: 2001-2002  
MBA  
American Intercontinental  
University

Year: 2004-2005  
Certification  
Georgia Piedmont Technical  
College

Year: 2005-2007  
PhD Work  
Walden University

Year: 2012-2013  
Masters  
Purdue University Global

Year: 2024  
Certification, National Council  
for Mental Wellbeing

### Mass Communications

Comprehensive understanding of communication's societal impact, journalistic duties, and career readiness. Developed critical thinking in mass media and public relations, preparing for graduate education. Engaged with the community through workshops and seminars.

### Business & Marketing

MBA graduate specializing in Marketing and Business, adept at strategic planning, market analysis, and driving growth. Strong foundation in management and innovative marketing strategies, focused on achieving organizational success and market leadership.

### Paralegal Studies

Recipient of a Graduate Certification in Paralegal Studies, skilled in precise legal terminology and communication. Proficient in producing legal documents, applying legal concepts, conducting thorough research, and crafting compelling arguments.

### Leadership & Organizational Changes

Pursued a PhD in Leadership and Organizational Change, showcasing a commitment to transformative leadership strategies. Proven ability in coursework, merging theory with practice. Dedicated to contributing valuable insights to organizational leadership.

### Human Resource Management

Holder of a Graduate Certification in Human Resource Management, equipped with a solid foundation in core values, perspectives, and legal aspects of HR management. Proficient in organizational behavior and management principles, bringing a well-rounded skill set to drive effective human resource practices.

### Youth Mental Health First Aid

Certified in Youth Mental Health First Aid, trained to support and respond to youth mental health needs.

## GOVERNMENT

Year:2024

### Progressive Governance Academy

Leadership Development Program Graduate\*\*: Completed a cohort program designed to equip state and local elected officials with the resources, tools, and skills necessary for effective leadership. Jointly hosted by Local Progress, re:power, and the State Innovation Exchange.

### Leadership & Development (NACo & ACCG)

Training initiative elevating leadership and mid-to-senior management skills. Enhanced managerial proficiency, communication, and presentation abilities, preparing participants for a rapidly evolving society.

### Citizen Engagement

Provide county officials with strategies to motivate citizens to become and stay involved in county government. Highlight courses include communication, customer service, and accessibility.

Year: 2023- 2024  
Certification

University of Georgia  
Carl Vincent Institute of  
Government/ACCG

## EXPERIENCE

Year: 2024-Present  
Licensed State of Georgia

### Government Affairs Director/Lobbyist

Advocates for policy changes and legislative initiatives that align with an organization's mission. They engage with elected officials, regulatory agencies, and stakeholders to influence public policy, draft legislation, and build strategic coalitions. This role involves monitoring government actions, analyzing policy impacts, and ensuring the organization's interests are represented at local, state, and federal levels. Effective communication, relationship-building, and policy expertise

- **Policy Advocacy & Lobbying:** Influence legislation and regulations, represent interests through meetings, testimony, and policy proposals, and ensure compliance with lobbying laws.
- **Legislative Monitoring & Research:** Track bills, government actions, and policy changes while conducting research to provide data-driven recommendations and insights.
- **Stakeholder & Coalition Engagement:** Build relationships with officials, policymakers, advocacy groups, and partner organizations to strengthen policy influence.
- **Strategic Planning & Public Outreach:** Develop and execute advocacy initiatives, communicate policy positions through media and public forums, and mobilize grassroots support.

## CONTACT ME:



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Covington, GA, USA

## PRO SKILLS

Public Servant

Business

Marketing

Leadership Development



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Year: 2021-2022  
Newton County Government

**Vice-Chair Board of Commissioners**  
Developed and implemented narrative strategies that increased community engagement by 20%, led crisis communication efforts, and managed AI-driven campaigns that boosted social media engagement by 25%, ensuring timely and effective communication with the public

- **Leadership in Narrative Strategy & Public Engagement:** Led narrative strategy initiatives to enhance public understanding and engagement. Developed crisis communication plans that boosted community trust by 20%. Executed messaging campaigns that increased engagement by 30%
- **County Departments** Assisted with cross-departmental initiatives, working directly with the Public Works, Parks and Recreation, and Public Safety departments to ensure efficient operations and alignment with county goals.
- **Interdepartmental Coordination & Public Engagement:** Developed tools and resources to help constituents better understand county operations, ensuring transparency and improving communication between county departments and the public. Created user-friendly guides and digital platforms that clarified county services and processes.
- **Policy Implementation Departments** Collaborated with department heads and key stakeholders to implement county-wide policies, including economic development plans and public safety reforms.
- **Crisis Management:** Led efforts in coordinating responses to natural disasters and emergencies.



Year: 2021- 2024  
Newton County Government  
Certification  
University of Georgia  
Carl Vincent Institute of  
Government/ACCG

**State Certified County Commissioner**  
Former Business Department Chair specializing in Marketing, with expertise in curriculum development, student engagement, and fostering a dynamic learning environment. Led a faculty of professionals, including Doctors, Lawyers, and CPAs, overseeing 300+ business students while managing departmental budgets, hiring staff, and driving strategic

- **Governance & Policy Development:** Led the development and implementation of county-wide policies focused on improving infrastructure, public safety, and economic development. Ensured compliance with local, state, and federal regulations while addressing the needs of constituents.
- **Strategic Planning:** Played a key role in creating long-term strategic plans for the county, including economic development initiatives, public services enhancement, and community well-being. These initiatives resulted in improved public services and more effective use of county resources.
- **Collaborative: Decision-Making:** Facilitated collaboration between the Board of Commissioners, local government departments, and community stakeholders. Led efforts to gather community input through public hearings and town hall meetings, incorporating diverse perspectives into county decision-making processes.
- **Operations Management:** Oversaw the daily operations of county departments per county enabling legislation, ensuring the efficient delivery of public services. Implemented operational improvements that enhanced service delivery, reduced costs, and optimized the use of county resources.
- **Budget Management & Financial Oversight:** Managed the county's budget process, ensuring fiscal responsibility and transparency. Allocated resources effectively to meet both short-term operational needs and long-term strategic goals, while securing \$4 million in federal grants for community initiatives.
- **Public Engagement & Community Relations:** Actively engaged with constituents to address concerns, provide updates, and communicate county developments. Developed communication strategies and tools to improve transparency, including newsletters and online resources that educated the public about county operations.
- **Technology-Driven Communication Strategies:** Leveraged AI tools, including ChatGPT, to optimize communication, automate workflows, and boost engagement by 20%. Applied AI analytics to refine messaging and improve response rates.



Year: 2001- present

- Liberty University
- ICT
- Purdue/Kaplan University
- Bauder College
- University of Phoenix
- Axia University
- Troy State University
- American Intercontinental University

**Business and Marketing Professor**  
Experienced professor specializing in business and marketing, educating students on strategic growth, entrepreneurship, and market trends. Published author of industry-related books, combining academic expertise with real-world insights to empower future leaders.

- **Expert Educator:** Taught business and marketing courses, covering topics such as strategic growth, branding, consumer behavior, and entrepreneurship at the undergraduate and graduate levels.
- **Curriculum Development:** Designed and implemented engaging coursework, integrating real-world case studies, digital marketing strategies, and business analytics to enhance student learning.
- **Published Author:** Wrote books on business, marketing, and leadership, providing practical insights and strategies for professionals and aspiring entrepreneurs.
- **Industry & Academic Integration:** Combined academic expertise with hands-on experience, mentoring students in business planning, market research, and effective brand positioning.
- **Speaker & Consultant:** Provided workshops, guest lectures, and consulting services to businesses and organizations on marketing strategies, leadership development, and economic growth.



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Year: 2008- 2012  
Bauder College

## Business Department Chair

Former Business Department Chair specializing in Marketing, with expertise in curriculum development, student engagement, and fostering a dynamic learning environment. Led a faculty of professionals, including Doctors, Lawyers, and CPAs, overseeing 300+ business students while managing departmental budgets, hiring staff, and driving strategic initiatives to cultivate future business leaders.

- **Expert Educator:** Taught business and marketing courses, covering topics such as strategic growth, branding, consumer behavior, and entrepreneurship at the undergraduate and graduate levels.
- **Curriculum Development:** Designed and implemented engaging coursework, integrating real-world case studies, digital marketing strategies, and business analytics to enhance student learning.
- **Published Author:** Wrote books on business, marketing, and leadership, providing practical insights and strategies for professionals and aspiring entrepreneurs.
- **Industry & Academic Integration:** Combined academic expertise with hands-on experience, mentoring students in business planning, market research, and effective brand positioning.
- **Speaker & Consultant:** Provided workshops, guest lectures, and consulting services to businesses and organizations on marketing strategies, leadership development, and economic growth.

Year: 2002-2022

## Business and Marketing Consultant (Public Relations)

Provided strategic advice on communications, branding, and leadership development for non-profits, government organizations, and political campaigns. Led workshops on communications strategy, leadership, and public engagement, with a focus on community empowerment and equity-driven initiatives.

- **Strategic Communications & Branding:** Provided expert advice on communications strategies and branding for non-profits, government organizations, and political campaigns. Developed comprehensive branding plans that increased visibility and community engagement, helping organizations achieve their goals and mission.
- **Leadership Development:** Facilitated leadership development programs designed to strengthen organizational leadership at various levels. Created and led workshops focused on enhancing leadership skills, fostering team collaboration, and empowering leaders to implement effective change.
- **Public Engagement & Community Empowerment:** Designed and led public engagement initiatives aimed at fostering community involvement, with a strong emphasis on equity and inclusion. Developed strategies that promoted active citizen participation in local government and public affairs.
- **Workshop Facilitation & Training:** Led numerous workshops on communications strategy, leadership, and public engagement. Focused on empowering community members and leaders to drive equitable change and develop initiatives aligned with their communities' needs.
- **Equity-Driven Initiatives:** Specialized in creating programs and initiatives that address community empowerment and promote equity. Assisted organizations in developing outreach strategies that prioritize underserved and marginalized communities, helping them bridge gaps in access and opportunity.

## PUBLICATIONS

- Marketing Trough Social Media: A Guide for the Business Professional"
- Social Media Marketing for Business
- Black Women in a Male-Dominated World: An Elected Official's Journey - Guide and Workbook"
- Lily Quest: The Power in our Voice
- Newton County Adventures: Learning About Our Government
- Breakdown Senate Bill 423: The Enabling Legislation
- Newton County Comprehensive Plan Breakdown
- Newton County Ordinances: Breakdown and Guide0

## POLITICAL BOARDS, COMMITTEES & AFFILIATIONS

- Leader and Member, Local Progress
- Working Families Party
- National Association of Counties (NACo) Ambassador
  - Chair, NACo NextGen
  - Vice-Chair, NACo Program, and Services Committee
  - National Secretary, Women of NACo
  - Vice-Chair, NACo Human Services and Education Policy Steering Committee
  - NACo International Economic Development Task Force
  - NACo County Officials Advancing Racial Equity (CORE) in Justice Network
  - Subcommittee Vice Chair, NACo Community, Economic and Workforce Development Steering Committee (Presidential Appointment)
- Association of County Commissioners of Georgia (ACCG) Economic Development and Transportation Committee
  - ACCG Federal Committee
- Vice President, Georgia Association of Black County Officials (GABCO)
- Vice-Chair, Public Facilities Authority of Newton County Government
- Board Member, Newton County Family Connection
- Chair, Political Involvement and Awareness, Delta Sigma Theta Sorority, Inc., Covington Area Alumnae Chapter (Presidential Appointment)

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## GOVERNMENT PROFESSIONAL DEVELOPMENT

- Leadership in Local Government
- Civic Engagement
- Navigating Change
- Bringing People Together
- Demographics and Diverse Perspectives
- Managing Meetings
- Voice of Leadership
- Understanding Leadership Styles
- Collaborative Leadership
- Understanding & Using Power and Influence Effectively
- Navigating Change
- Resolving Conflict
- County Government 101
- County Government Law
- County Government Finance
- Economic Development
- Ethics
- Human Resources
- Leadership Institute
- Public Safety and Public Health
- Property Appraisal and Taxation
- Transparency In Government
- City-County Relationships
- Balancing Priorities within Zoning and Land Use
- Fighting State Hostility to Local Democracy
- Strategies for Tenant Power
- Federal Funding Opportunities and Community Building

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## EDUCATIONAL PROFESSIONAL DEVELOPMENT

- Social Media Metrics
- Building Brand Momentum
- Paving the way in social media
- Pearson Professors Training
- New Students: Focusing on Success
- Successful facilitation
- Classroom Management
- Creating effective lesson plans and effective course syllabi
- Teaching Strategies Workshop -Corporate
- How to incorporate the social networks within your classrooms
- How to utilize the Social Networks for your Business
- Marketing your business during this economy
- Business Skill- Steve Forbes
- Sales & Negotiation-Brian Tracey
- Leadership-Gen Colin Powell – Get Motivated Workshop
- Pearson Professors Training
- New Students: Focusing on Success

## AWARDS

- 2024 Presidential Lifetime Achievement Award Biden/Harris Administration
- 2024 Distinguished Service of Newton County Award
- 2024 "I AM IMPACT" Award
- 2024 Top 25 Trailblazers in Georgia
- 2024 Newton County Achieve
- 2023: Newton County Distinguished Service Award
- 2016 CNN Feature "Health Education"
- 2012, 2011, 2010, 2009, 2004, "Who's Who in Black Atlanta"
- 2011 Technology and Innovation Award: Social Media
- 2009 SIFE – Students in Free Enterprise – Southern Regional Speaker for SIFE Conference
- 2008 National Association of Professional Women
- 2008 Cambridge/Wellington Who's Who in Business



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## COURSES RELEVANT TO THE MANAGING DIRECTOR, COMMUNICATIONS & NARRATIVE STRATEGY ROLE:

Over the past 23 years of teaching in higher education, I have taught hundreds of courses that emphasize leadership, communication, public relations, and organizational behavior. These courses have not only allowed me to educate future leaders but have also provided me with the foundational experience necessary for the Managing Director, Communications & Narrative Strategy role. The courses I've highlighted below are particularly relevant, as they align with the strategic, organizational, and narrative change responsibilities of this position. Each course reflects my expertise in shaping the minds of tomorrow's leaders and in managing critical elements of communication and leadership that are essential to advancing the mission of an organization.

### Courses Taught: (Full list available upon request)

#### **BUS 101/BUS 261** - Organizational Behavior (10 weeks course)

This course covers the principles of organizational behavior, including leadership, team dynamics, and employee motivation. Understanding and managing organizational behavior is crucial for leadership, team development, and collaboration, which are key aspects of the position.

#### **BUS 161** - Business Management/Entrepreneurship (5 weeks course, classroom)

Focuses on foundational business management practices and entrepreneurial strategies. This course is essential for understanding how to lead and grow an organization, skills directly applicable to managing teams and overseeing large-scale projects.

#### **BUS 261** - Organizational Behavior (10 weeks course)

A deeper dive into organizational behavior, focusing on communication, decision-making, and conflict resolution within teams. Critical for fostering collaborative environments and managing relationships within and between departments.

#### **BUS 365** - International Business (8 weeks course)

This course explores global business operations, international trade, and economic justice. It aligns with the role's requirement for a global perspective, particularly when collaborating with diverse communities and elected officials on international and local governance.

#### **BUS 441** - Public Relations (10 weeks course, classroom)

Focused on public relations strategies, media relations, and effective communication with the public. Directly relevant to strategic communications and narrative work, as the role emphasizes public engagement and managing the organization's image.

#### **COM 203** - Organizational Communication (10 weeks course)

Covers internal and external communication strategies within organizations. This course is directly aligned with the need to manage communication channels, ensuring consistency and clarity in messaging across departments and to the public.

#### **MGT 255 & 355** - Political, Legal, and Ethical Issues in Business (9 weeks course)

Addresses the intersection of politics, law, and ethics in business. This course is relevant for managing communications within a political and ethical framework, which is crucial when handling media relations, crisis communications, and public policy.

#### **MGT 301** - Leadership (10 weeks course)

Focuses on developing leadership skills and managing teams effectively. Essential for leadership roles that require overseeing communications strategies, shaping organizational culture, and directing large teams in a collaborative and efficient manner.

#### **MT 435** - Operations Management (10 weeks course, classroom)

Covers the management of operational processes and efficiency improvements within organizations. This course is directly applicable to overseeing county operations, streamlining processes, and ensuring efficient service delivery.

#### **MT 460** - Management Policy and Strategy (10 weeks course, classroom)

This course explores the development and implementation of management policies and long-term strategies. It is critical for shaping organizational vision and executing strategies that align with the organization's goals.

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