

# DEANNA LAMBERT

235 Winter Hill Rd., Franklin , Tennessee 37069 | 6159454800 | dnews615@gmail.com

## Summary

---

Proven communications leader with nearly two decades of government and corporate experience. Core competencies include excellent written and verbal communication skills, ability to work in a team, as well as strong time management, people and project management leadership. Handle tasks with accuracy, efficiency and kindness to all.

## Skills

---

- External Media and Public Affairs
- Spokesperson
- Media Strategy
- Public Speaking
- Project Management
- Critical Thinking
- Complex Problem Solving
- Media Relations
- Marketing
- Video Production
- Media Management
- Crisis Communications
- Reading Comprehension
- Service Oriented
- Event Management
- People Leadership
- Negotiation
- Government Relations
- Task Prioritizing
- Social Media

## Experience

---

### Director of Communications

07/2016 to Current

#### City of Brentwood – 5211 Maryland Way, TN

- Serve as spokesperson, fielding media requests, conducting media interviews, and write press releases.
- Support city public information officers (PIOs) by serving as the lead on development, coordination, and implementation of social media strategy and crisis communication.
- Write talking points, correspondence, and other materials for city leaders.
- Plan and lead special public affairs projects as assigned by city leadership and senior management.
- Assist department leadership and work closely with partnership teams in the development and management of stakeholder outreach, messaging and related strategies.
- Provide ongoing strategic counsel to city and volunteer leaders.
- Manage city digital portfolio including Social media, website, video productions and

newsletter.

- Manage sales growth of city's two historic home rental properties.
- Lead team that operates historic homes.

### **Spokesperson/Multimedia Specialist**

12/2011 to 07/2016

#### **Tennessee Dept. of Transportation** – Nashville, TN

- Served as the agency spokesperson for Middle Tennessee.
- Wrote and produced external agency communications such as press releases, one-pager, fact sheets and videos.
- Launched and created TDOT's video production unit which provided video messages for the department and the Governor's Office.
- Launched, produced, and anchored an internal video communication segment with the TDOT Commissioner.
- Managed TDOT's external facing digital content such as website, developing videos and social media platforms.
- Ensured the agencies priorities are reflected on the state's Customer Focused Government Transparent Tennessee website annually.
- Led and planned a Region 3 tour of transportation projects for the commissioner and senior management.

### **Television News Reporter**

06/2008 to 12/2011

#### **WSMV Channel 4** – Nashville, TN

- Worked closely with television and web content teams to develop cohesive cross-platform stories.
- Narrated human interest stories, uncovered political misdeeds, and shared stories of criminal activities to keep communities informed.
- Maintained strong social media presence to connect with audience and generate story ideas.
- Handled long-term research and reporting with tenacious dedication to truth in reporting.
- Developed sources to facilitate stories and improve information gathering.
- Coordinated with sources to develop immersive stories that covered enterprise angles and contained exclusive content.
- Dug deeply into situations and reported incidents to uncover truth beneath surface.
- Produced quick-turn investigative reporting on assignment from editor.

## **Education**

---

### **Bachelor of Arts:** Communication

May 2002

#### **The University of North Carolina at Greensboro** - Greensboro , NC, US

- Minor in Media Studies
- Member, University Ambassadors and Chi Omega Sorority
- Homecoming Representative

## **Community Service**

---

School PTO Social Media Manager

Williamson County Schools Volunteer

School Run Club Coach

Church Volunteer

Franklin Road Runners

Committee Staff Member, Tree Board, City of Brentwood

Committee Staff Member, Historic Commission, City of Brentwood

## **Awards**

---

Emmy Award in Television News

TN Urban Forestry Council Media Member of the year 2021

3CMA Savvy Award (x2)

3CMA Award of Excellence

Government Social Media Award for Social Media Policy

## **Affiliations**

---

Leadership Brentwood Graduate

LEAD TN Participant

Government Social Media

Engaging Local Government Leaders, ELGL

City-County Communications & Marketing Association, 3CMA