

SHAYLA CANNADY

EXECUTIVE SUMMARY

An award-winning broadcaster, graphic designer and public relations practitioner with nearly 15 years of strategic communication, marketing and graphic design experience. A highly capable, competent and committed professional recognized for visionary leadership and innovative approaches to marketing and communication.

EXPERIENCE

January 2024 - present

Chief Communications Officer

Chiefs for Change

Executive-level communication strategist for a national nonprofit; bipartisan network of diverse state and district education chiefs dedicated to preparing all students for today's and tomorrow's world through deeply committed leadership.

- Crafts messages and implements strategies that directly contribute to transforming the educational landscape.
- Plays a pivotal role in making history through effective communication initiatives.
- Serves as the primary spokesperson, sharing stories of change, hope and innovation.
- Acts as the beacon guiding educators, policymakers and communities toward a brighter educational future.
- Works collaboratively with a passionate team of professionals who share a belief in the power of education.
- Engages in brainstorming sessions, challenge existing norms and celebrate achievements while pushing the boundaries of what's possible.
- Engages in continuous professional and personal development opportunities.
- Attends workshops, seminars, and conferences to stay updated on communication trends and strategies, ensuring the organization remains at the forefront of the field.
- Embraces and celebrates diversity in thought, background and experience within the organization.
- Fosters an environment where every voice is valued and encouraged to contribute, promoting inclusivity and diverse perspectives.
- Collaborates closely with teams while having the autonomy to chart the course for communication strategies.
- Encourages and implements innovative ideas, fostering a culture where creativity and strategic thinking are celebrated and recognized.

June 2022 - January 2024

Chief Communications Officer

Charlotte-Mecklenburg Schools

Executive-level public relations strategist, counsel and advisor for the 16th largest public school district in the nation, currently serving more than 141,000 students and nearly 20,000 employees.

- Served as senior public relations counsel and advisor to the superintendent, executive leadership and the Board of Education, and served on the superintendent's Cabinet and executive staff.
- Provided strategic, pro-active day-to-day, and crisis response communications to the Board of Education, staff, families, and larger community.
- Provides leadership for CMS staff during crisis situations by providing communication and media support.
- Communicated and represented the superintendent's vision and perspective internally, and to the general public/community.
- Developed, directed and evaluated the district's public relations, marketing, communications and public affairs strategy and executes effective campaigns/ programs on a local, state and national basis, with major emphasis on employee

- communications and communications between the district and the community.
- Built and maintained public support for public education and the school system in collaboration with the superintendent, senior staff and CMS administration.
- Developed, oversaw, and implemented key strategic communications that build goodwill in the community.
- Analyzed operations to evaluate performance of the department and its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
- Identified and promoted positive news stories that help reach key stakeholder audiences.
- Produced high-level communications and talking points for the superintendent and senior management.
- Managed major district staff announcements, family communications, website content, district social media, long-term strategic communications plans, crisis response and media relations.
- Developed and implemented social media strategy to improve the district's ability to provide families and stakeholders with timely, relevant information.
- Served as CMS liaison with media; developed press releases and arranged news conferences and interviews.
- Worked with staff, develops printed and online communication materials, including video content for internal/external customers, as designated by the Superintendent.
- Identified community issues and concerns and developed strategies for dealing with them effectively and proactively. Interacts with diverse stakeholder groups and represents the superintendent, as needed.
- Developed processes and systems for garnering public input and support on key initiatives and issues.
- Provided leadership and oversight in the development and maintenance of the department's annual budget.

July 2021 - June 2022

Assistant Director - Public Relations

Orange County Public Schools

Public relations professional for the ninth-largest public school district in the nation, currently serving more than 208,000 students and more than 25,000 employees.

- Supervised a team of graphic designers, a public relations practitioner and marketing/communications interns.
- Directed the development of the creative vision for district brand.
- Oversaw all graphic design work on behalf of the district, including, but not limited to advertisements; signage; school and event branding; direct mail; posters; annual report; brochures; an employee magazine; and presentations.
- Managed the production of various district publications, including a monthly employee magazine, annual report, pocket guide and parent guide.
- Preserved and protected the established brand image and standards for Orange County Public Schools and furthers the brand through strategic graphic design.
- Managed the planning, development, implementation and maintenance of marketing and events programs that will increase the public's awareness of the district goals including the degree to which these goals are achieved.
- Planned, developed and executed strategic communication plans to promote the public understanding of the district's vision, mission, goals and achievements.
- Served as an executive speechwriter and copywriter for School Board members, superintendent and senior leadership.
- Provided public relations services, marketing, graphic design, production services and support as needed to the School Board, district administration, schools and worksites.
- Managed subscriptions to digital services as needed for department operations.
- Supervised, trained and coordinated the work of the department's administrative and support personnel and conduct appropriate evaluations of same.
- Partnered with internal and external stakeholders to develop and execute brand campaigns, publications, recognitions and events.

August 2020 - July 2021

Graduate Teaching Assistant

University of Central Florida

- Served as instructor of record for an undergraduate section of Fundamentals of Oral Communication and Business and Professional Communication

2017 - present

Strategic Communication and Marketing Consultant

Florida Citrus Sports

- Develops and executes content plan for the official Camping World Kickoff; Florida Classic; Camping World Bowl; and Citrus Bowl Facebook, Twitter and Instagram pages, including both copy and graphic elements.
- Posts, tracks and actively "listens" on identified social media platforms for information related to college football games.
- Coordinates community outreach efforts to alumni, community groups, Greek and student organizations, including the development and distribution of media materials and attendance at key events (i.e., alumni meetings and Panhellenic Council meetings).

May 2015 - June 2021

Senior Specialist

Orange County Public Schools

- Promoted to senior manager of public relations in July 2016.
- Assisted in content development regarding the district, its employees, schools and students for distribution and publicity in district media.
- Assisted with production and cost bidding of department graphics projects.
- Assisted with copywriting and editing of district marketing materials.
- Prepared speeches, articles, letters and scripts for the superintendent and School Board members.
- Coordinated community meetings, speaking engagements and forums for district executive staff, superintendent and School Board as assigned.
- Planned, developed and collected content for production of annual Parent Guide, as required by state statute.
- Coordinated preparation and submission of applications for district recognition in local, state and national awards programs.
- Assisted in the planning, development and implementation of strategies facilitating the distribution of district information to parents and the community at large.
- Served as liaison to community organizations as assigned.
- Managed employee award and incentive needs of district, including superintendent recognitions.
- Managed top-level district website content with assistance of department colleagues.
- Developed and managed Public Relations internship program.
- Managed production and cost bidding of all projects produced by the department or accepted for production by the graphic arts department.
- Managed projects and obtained appropriate approvals, as needed.
- Coordinated School Board recognition of students, parents, volunteers and community organizations.

2010-2015

Account Executive

Massey Communications

Led multiple client accounts, specializing in public relations, community relations and graphic design. Worked with clients in the nonprofit, education, hospitality and tourism fields.

- Drafted and distributed written communication documents, including press releases, pitches and media alerts.
- Drafted, edited and proofread copy for promotional materials, including websites; blogs; social media; e-blast/newsletter articles; advertisements; and other collateral.
- Coordinated and executed special events, including grand openings, media previews and fundraising events.
- Assisted in the creation of print, web and advertising collateral.

- Identified preferred agency vendors to produce print and web-related content.
- Collaborated with creative directors/advertising coordinators to develop strategic marketing and public awareness campaigns.

PROFESSIONAL AWARDS

2023

National School Public Relations Association

- Award of Merit: #Behind the Name (social media)

Charlotte Business Journal Power 100

2022

National School Public Relations Association

- Award of Excellence: OCPS 2025 Strategic Plan Branding and *Orange Peel* (employee magazine)
- Award of Merit: 2021-22 Orange County Public Schools Annual Report
- Honorable Mention: 2021-22 Pocket Guide and 2021 Superintendent's Leadership Summit

2020

National School Public Relations Association

- Award of Excellence: OCPS 150th Anniversary, 2019-20 Fast Facts, 2019-20 Pocket Guide and 2019-20 *Orange Peel* (employee magazine and print newsletter)
- Awards of Merit: 2018-19 Annual Report
- Honorable Mention: Deerwood Elementary Rebrand, Sadler Elementary Rebrand and, 150th Anniversary Website

2019

National School Public Relations Association

- Award of Excellence: 2018-2019 Pocket Guide
- Awards of Merit: *Orange Peel* (employee magazine) and 2018 Annual Report
- Honorable Mention: 2019-20 Magnet Program Guide

2018-19

National School Public Relations Association

- 35 Under 35

2017

Sunshine State School Public Relations Association

- Sunshine Medallion Award

Sunshine District of Public Relations Society of America

- Radiance Award

National School Public Relations Association

- Award of Excellence: 2015-16 Annual Report; 2016-17 Too Smart to Start Program (Branding); Internal Audit Annual Report; Special Purpose Publication - 2017 Hall of Fame program
- Award of Merit: Marketing Publication - 2016-17 Pocket Guide
- Honorable Mention: Print Newsletter (internal audience) - *Orange Peel*

2015-16

Florida Public Relations Association

- Image and Golden Image Awards

SKILLS

Computer

Proficient on Windows and Mac operating systems

Software

Proficient with Adobe Creative Suite - Acrobat, Illustrator, InDesign and Photoshop
Google Suite; Microsoft Office Suite; Keynote, PowerPoint; Asana; Smartsheet

Social Media

Proficient in Sprout Social

PROFESSIONAL AFFILIATIONS

North Carolina School Public Relations Association

- Board of Directors (2023 - present)

Sunshine State School Public Relations Association

- Immediate-past president (2023 - present)
- President (2019 - 2023)

National School Public Relations Association

- Chair of Executive Board Search Committee (2020 - 2021)
- Member of Communication Equity and Diversity Taskforce (2019 - 2023)

University of Central Florida

- Content Advisory Board (2020 - 2021)
- Nicholson School of Communication and Media Committee on Inclusive Culture (2020 - 2022)

Public Relations Society of America - Orlando Regional Chapter

Delta Sigma Theta Sorority, Inc. - Orange County (FL) Alumnae Chapter

Florida A&M University National Alumni Association

CONFERENCE PRESENTER

Deepening Cultural Competence

- NCSPPRA Leadership Academy (Cullowhee, N.C.), May 2024

The Communications Playbook: Strategies for School Communicators

- Tennessee School Public Relations Association (Franklin, Tenn.), February 2024

Communicating Across Differences

- Michigan School Public Relations Association (Ann Arbor, Mich.), March 2024
- SCNSPPRA/NCSPPRA Joint Conference (Greenville, S.C.), November 2023
- National School Public Relations Association Seminar (St. Louis, Mo.), July 2023

Navigating the Terrain When Politics and Public Education Collide

- Kentucky School Public Relations Association (virtual), February 2024
- North Carolina School Public Relations Association (Cullowhee, N.C.), April 2023

Culture. Climate. Communication.: Enrollment Best Practices for Florida Public Schools

- Florida School Boards Association Joint Conference (Tampa, Fla.), December 2022

Culture. Climate. Communication.: Staffing and Retention Strategies for K-12 Public Education

- Florida School Finance Officers Association, November 2022

Marketing and Branding: A New Way to Look at Florida Public Relations

- Florida School Finance Officers Association, June 2022

Strategic Communication in Public Schools

- Florida Association District School Superintendents, April 2022

Diversity, Equity and Inclusion: Culturally-Inclusive Communication

- Florida School Boards Association (Tallahassee, Fla.), February 2022
- Florida School Boards Association (Sarasota, Fla.), November 2021
- Florida School Boards Association Board of Directors (Tallahassee, Fla.), Fall 2021

Branding Matters: Learning From the Pros Why and How

- Education Week (webinar), February 2021

Cultural Awareness Through Communication

- North Carolina School Public Relations Association, March 2023
- Washington School Public Relations Association (webinar), January 2021
- Florida Association of School Boards/Florida Association of District School Superintendents (virtual conference), December 2020
- Oregon School Public Relations Association (virtual), November 2020
- Alabama Association of School Boards (Montgomery, Ala.), October 2020
- National Association of School Public Relations Association Seminar (virtual conference), July 2020
- Sunshine State School Public Relations Association (virtual), July 2020
- Florida Association of School Administrators Discover '19 Conference (Palm Harbor, Fla.), June 2019

Equity Taskforce Panel

- National Association of School Public Relations Association Seminar (virtual conference), July 2020

Branding: More than a Logo

- NSPRA New Professionals Academy (virtual), February 2024
- National Association of School Public Relations Association seminar, Washington, D.C., July 2019

PEER REVIEWED CONFERENCE PAPERS AND PRESENTATIONS

Cannady, S. & Lana, D. (2022). The Early Impact of Late Enrollment. 2022 National Communication Association Annual Convention, Washington, D.C.

Cannady, S. (2022). Dialogue and Debate in Difficult Times: Local Communities of Practice. 2022 ICRC Conference, Orlando, Fla.

Lana, D. & Cannady, S. (2021). A Story of Fact Heard for the First Time: A Narrative Criticism of the Ocoee Massacre Documentary. National Communication Association, Seattle, Wash.

Cannady, S., Taylor, L., LaMotte, A., & Pursglove, K. (2020). Running the Play: The NFL's Narrative Reframing of Their Social Justice Stance. Page Case Study Competition.

Cannady, S., Taylor, L., LaMotte, A., & Pursglove, K. (2020). Running the Play: The NFL's Narrative Reframing of Their Social Justice Stance. Southern States Communication Association Conference, Virtual

Cannady, S. & Lana, D. (2020). Forced to Play a Game Not Meant for Us: A Cluster Analysis of Kimberly Jones' How Can We Win. Southern States Communication Association Conference, Virtual

PROFESSIONAL DEVELOPMENT

University of South Florida Muma College of Business

Diversity, Equity and Inclusion in the Workplace Certificate
Completed: Summer 2021

EDUCATION

University of Central Florida

Doctoral Candidate, Strategic Communication (Anticipated Graduation: Spring 2025)
Master of Arts in Mass Communication

Valencia College

Technical Certificate in Graphic/Interactive Design Production and Support

Florida A&M University

Bachelor of Science in Broadcast Journalism (Cum Laude)
(Minor: Graphic Design & Photography)