

Contact

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Top Skills

Press Liaison

Policy Development

Corporate Communications

Certifications

POST Certified Instructor

Advanced Public Information Officer

Publications

Impact Georgia Magazine

Lisa Rodriguez-Presley

Public Affairs Specialist, Washington D.C. Field Office, United States Secret Service

Washington, District of Columbia, United States

Summary

Results-oriented crisis communications manager experienced in development of crisis communication plans public affairs policy and strategic messaging. Experienced media spokesperson with state government and Department of Defense experience in both domestic and foreign media markets. Adept in management and development of internal and external messaging, to include executive level speeches and talking points. Practiced in media analysis and crafting engaging and relevant social media content and public affairs products.

Experience

U.S. Secret Service

Public Information Officer

March 2024 - Present (5 months)

United States

United States Army Reserve

Public Affairs Chief/ Unit First Sergeant

November 2011 - Present (12 years 9 months)

215th Mobile Public Affairs Detachment, New Orleans, LA

Supervise a staff of 20 soldiers engaged in print and video production, and media relations. Write, edit, and produce print products, video stories, photographs, press releases, and other media products for internal and external audiences.

In support of the unit commander, manage administrative functions to include training schedules, performance evaluations, disciplinary actions, mandatory training management and physical training.

Manage public affairs soldiers theater-wide and serve as the unit information release authority during multiple combat deployments in support of Operation

Enduring Freedom in Iraq, Afghanistan, and Operation Inherent Resolve with Combined Special Operations Joint Task Force in Jordan, Iraq and Syria.

Georgia Emergency Management Agency/Homeland Security
7 years 3 months

External Affairs Supervisor
April 2019 - March 2024 (5 years)
Atlanta, Georgia, United States

Write and approve crisis communication plans, policies, press releases, executive staff talking points, standard operating procedures, and relevant documents to ensure accurate and consistent messaging regarding the agency's mission and operations.

Develop innovative internal and external communications with employees, stakeholders, and external partners to ensure accurate and consistent dissemination of information.

Provide expert communication planning and technical advice to the chief of staff, division heads, and GEMA/HS Agency Director.

Coordinate state external affairs operations during radiological emergency preparedness exercises, and serve as the spokesperson for the state and county governments during subsequent press briefings.

Develop and evaluate agency-wide public affairs plans and programs. Develop themes and messaging for the citizenry of the State of Georgia regarding emergency preparation, before, during and after natural disasters. Coordinate messaging efforts with federal, state, and local emergency partners, to include FEMA, Army Corps of Engineers, Georgia Department of Natural Resources and local emergency managers.

Write op-ed pieces, articles, and speeches for the agency director and executive staff members. Work with executive staff to develop media interview skills and improve public speaking.

Manage a team of three external affairs specialists, including work assignments, payroll, travel, and work schedule. Incorporate state agency communications personnel into Emergency Support Function-15 operations during activations, including scheduling 24-hour staffing and coordinating messaging and assignments for all personnel.

Establish positive working relationships with local and national media, federal and state legislators, and government officials.

Manage External Affairs budget and supporting documentation required for Homeland Security and Emergency Preparedness Grant funding.

Senior Communications Specialist

January 2017 - April 2019 (2 years 4 months)

Atlanta, Georgia, United States

Team lead for communications team of five employees engaged in print and video product production, media relations, social media messaging and marketing. Provide expert communication planning and technical advice to the chief of staff, division heads, and GEMA/HS Agency Director.

Develop and evaluate agency-wide public affairs plans and programs. Develop themes and messaging for the citizenry of the State of Georgia regarding emergency preparation, before, during and after natural disasters.

Coordinate messaging efforts with federal, state and local emergency partners, to include FEMA, Army Corps of Engineers, Georgia Department of Natural Resources and local emergency managers.

Edit and develop content for agency digital magazine. Write, edit, and produce video stories, print products, photographs and press releases. Manage public and social media messaging during normal operations and states of emergency. Prepare talking points and speeches for senior staff and agency director.

Georgia Department of Corrections

Public Relations & Information Specialist

October 2013 - January 2017 (3 years 4 months)

Forsyth, GA

Serve as media spokesperson for the agency during significant events.

Work in conjunction with other state agencies to disseminate information to state and local officials, private sector and public entities.

Write and edit content, take photos and design layout for GDC monthly digital magazine.

Develop and produce original video content for Real Time, Reel Life Video series on GDC You Tube channel.

Handle media inquires from local, national and international media outlets.

Work with filming studios and licensing authorities for scouting and use of GDC facilities for motion picture/ TV industry.

City of Forest Park
Training & Accreditation Manager
January 2007 - March 2011 (4 years 3 months)

Riverdale Police Department
Captain
2000 - 2006 (6 years)

Education

Defense Information School
Public Affairs Advanced Leader Course · (2016)

Defense Information School
Electronic Journalism Course · (2014 - 2014)

Kaplan University
Bachelor's Degree, Criminal Justice/Law Enforcement
Administration · (2004 - 2007)

Defense Information School
Broadcast Journalist Course · (1990 - 1990)

Defense Information School
Print Journalist Course · (1989 - 1990)