

Leslie Danielle Rose

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Portfolio: LeslieDRose.Contently.com

Industry savvy and community-minded media professional with more than a decade of experience in print journalism, celebrity interviewing, and arts-based/non-profit/higher education public relations and marketing. Areas of expertise are writing, editing, photography, pagination, social media management, public speaking, youth development, community relations, course creation, instruction, and mentoring.

EDUCATION

Xavier University of Louisiana, New Orleans, LA
Bachelor of Arts in Mass Communication, May 2005

WORK EXPERIENCE

Founder and Chief Operating Officer, April 2019 – Present
CreActiv, LLC, Baton Rouge, LA

An activism-based arts organization with the mission of promoting and producing programming that heightens awareness, raises funds, and/or supports important issues through the use of the arts and partnerships. Current programs include The Picture of Health – an invisible illness awareness photo project; and Louisiana Artists for Puerto Rico – a series of arts events to benefit restoration of the island of Puerto Rico following Hurricane Maria.

Produced and hosted a Louisiana Artists for Puerto Rico event in partnership with the Baton Rouge Gallery featuring 26 performance and visual artists. Raised \$2000 on a \$0 budget to benefit Americas for the Conservation and the Arts' PR Resilience Fund to support El Departamento de la Comida's mission to restore 200 farms on the island in 24 months.

Assistant Director of Marketing and Public Relations, January 2017 – Present
Baton Rouge Community College, Baton Rouge, LA

Cultivate relationships between college officials, campus community, and community-at-large. Lead efforts to increase awareness of activities, security measures, and industry partnerships via photography, press releases, emergency alerts, web articles, speeches, letters, newsletters, social media, and copy for graphics. Manage in-house public relations, web, and graphics requests. Serve as a media liaison for all campus-wide events and official college communications, including the curation of press and attendance at morning show appearances and live remotes. Direct promotional footage and video shoots, including live direction, script writing, planning, and post-footage review and approval. Collaborate with marketing firms to produce major campaigns to promote the college. Assist in the development of recruitment materials to increase enrollment; numbers have improved more than five percent since fall 2017.

Provide event documentation, co-lead planning and/or execution of ceremonies, press conferences, special visits, and other college programming. Events: Ribbon cutting ceremonies for Automotive Training Center and Collision Center; Youth Literary Conference featuring "Greenleaf" star Lamman Rucker; ACT 360 Project to renovate and expand workforce programs; Traveling veterans memorial Eyes of Freedom; Chancellor's Evening with Ailey II; Arts Fest Spoken Word Showcase; International Education Festival's Conversations on Race Panel; CMT Empowering Education Tour with Courtney Cole; Visit from U.S. Sen. Bill Cassidy, convocation and commencement ceremonies.

Committee Member: Crisis Management Team, 2018-2019 College Catalog, Arts Fest, International Education Festival, Commencement, and Institutional Advancement & Public Relations Joint Functional Committee – Louisiana Community and Technical College System.

Contributing Writer, May 2012 – Present

Various Publications, Baton Rouge and New Orleans, LA

Contribute arts, entertainment, and lifestyle articles and photos to engage new readership across demographics for area magazines with combined average circulation of 200,000. Specialization: marginalized communities, black arts, and international affairs. Publications: *Red*, *The Advocate*, *Country Roads*, *City Social*, *The Jozeef Syndicate*, [225], *Where Y'at?*, *Baton Rouge Parents Magazine*, *Pink & Blue*.

Founder/Operator, August 2009 – Present

Reminisce Photography & Media, LLC, Baton Rouge, LA

Provide traditional photography services. Design and implement press campaigns for performing artists, politicians, and non-profit agencies. Plan and execute promotional materials for clients, including high resolution documentation, head shots, tear sheets, and portfolios. Services include bio and resume writing, development of marketing plans, drafting and creation of five-year and goal-setting plans, and media training. Clients have been featured in a variety of media, including MTV, Blavity.com, Atlanta Black Star, For Harriet, The Huffington Post, *The New York Times*, Democracy Now (PBS), BBC, *The Advocate*, WAFB, WBRZ, BRProud, [225], DIG, WGNO, *Where Y'at?*, NOLA.com, *Country Roads*, Louisiana Public Broadcasting, and *The Drum*.

Editor-In-Chief, July 2015 – January 2017

GateHouse Media, Ascension Parish, LA

Lead two weekly community newspapers — *Weekly Citizen* and *The Donaldsonville Chief* — Louisiana Press Association publications; averaging >3,000 weekly circulation each. Lead editor for the quarterly publication *Gumbo* and annual publications *Paint it all Pink*, *La Fete Fairs and Festival Guide*, and *Welcome Book*. Regular duties: writing, editing, photography, pagination using QuarkXPress, staff supervision, editorial budgeting, direction and support, creation and placement of web content, marketing assistance, and community relations.

News Aide, March 2014 – July 2015

***The Advocate*, Baton Rouge, LA**

Created calendars and wrote articles for the features sections *Red* and *Eat, Play, Live*. Louisiana Press Association publication; circulation: 98,000.

Contributing Writer, July 2013 – July 2015

614 Media Group – *DIG Magazine*, Baton Rouge, LA

Contributing writer/photographer for the entertainment and city sections, specializing in coverage of black arts, LGBTQ community, and international affairs. Notable interviews: Chris Tucker, Charlie Murphy, Run the Jewels, Leann Rimes, and Bootsy Collins. Circulation: 40,000.

Assistant Managing Editor, January 2014 – August 2014

***The Drum*, Ponchatoula, LA**

Black community publication with an average bi-weekly circulation of 10,000. Produced content and photos for entertainment, lifestyle, and news sections with notable interviews including Roland Martin and then NAACP President Cornell William Brooks. Facilitated reporter training and workshops, reviewed editorial budgets, and made final edits.

Teaching Artist/Mentor Coordinator, April 2009 – May 2010

Big Buddy Program, Baton Rouge, LA

Curated youth-friendly curriculum to teach journalism writing workshops and facilitate a student-created newsletter at the T-Steps middle school mentoring program. As mentor coordinator, cultivated mentor-to-mentee match relationships and activities, taught in-school workshops, facilitated a meet-and-greet between elementary group and movie star, Cuba Gooding, Jr. on the set of "Ticking Clock," and resumed full operations of a defunct departmental newsletter that included writing, photography, and pagination using QuarkXPress.

Staff Reporter/Entertainment Editor/Lifestyles Editor, August 2001 – May 2005
The Xavier Herald, New Orleans, LA

Served as one of only three college journalists representing HBCUs at a press junket in Los Angeles featuring movie stars of "Old School" and "Head of State" star, Chris Rock. Covered a private Kwanzaa event featuring the Rev. Jesse Jackson, and served as the only invited media professional for an event featuring then NAACP President Kweisi Mfume.

PROJECTS

Public Relations Consultant, Plank Road Corridor Master Plan Project, East Baton Rouge Redevelopment Authority, March 2019 – Present

Production of press releases and advisories; media curation and scheduling, including the coordination of on-site press; writing and creative for weekly e-newsletter, "The Redevelopment Authority Review;" and photography services, including the management of the "I #ImaginePlankRoad" photo campaign.

Public Relations Consultant, Black Out Loud Conference, LLC, August 2018 – Present

Design and implement photo marketing projects, press campaigns, and web materials; processes include advising, writing, and photography. Create and promote programming for on-going mission of celebrating black visibility in select fields of work. Served as media liaison and marketing assistant for inaugural conference in August 2018 which yielded more than 200 attendees. Featured speaker on the 'Artrepreneurship' panel at the 2018 Baton Rouge Entrepreneurship Week.

Artistic Staff, "Love, Whitney," New Venture Theatre, Nov. 2014

Wrote two poems for choreography and delivered live performance of one poem.

SELECT PUBLICATIONS

ACADEMIC

Rose, Leslie D. "Criminal Minded." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 99-101.

Rose, Leslie D. "Native Tongues." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 311-314.

Rose, Leslie D. "The Northeast." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 329-333.

Rose, Leslie D. "Rap as Marketing, Advertising, and Branding." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 383-387.

ARTICLES

["Abdullah Muflahi reflects on the loss of his friend and how his convenience store became a local protest landmark," \[225\], May 27, 2017](#)

["Alvin Temple offers program centered on clean eating, exercise."](#) *The Advocate*, Aug. 17, 2014

["Funky Fashion Advice: Q & A with funk legend, Bootsy Collins."](#) *DIG Magazine*, Oct. 23, 2013

POETRY

The Newsroom, Next Left Press, Nov. 2015

Various, [Indiefeed: Performance Poetry](#), Episodes 1189, 1272, 1332, 1403, 1492, 1539, and 1594, June 2013 – Jan. 2016

["Conversations with my drunken brother."](#) *Passages North*, April 12, 2012

VOLUNTEER EXPERIENCE

Member, Board of Directors, August 2018 – Present

AROA (A Round of Applause), Baton Rouge, LA

A 501(c)3 nonprofit organization that works with youth, ages 12-19, to create a quarterly magazine.

Public Relations Consultant, December 2011 – December 2017

Forward Arts, Inc., Baton Rouge, LA

Assisted Marketing Director with communications, including press releases and media outreach.

PROFESSIONAL/CIVIC MEMBERSHIPS

Member, National Coalition of 100 Black Women, Inc. Metropolitan Baton Rouge Chapter

Member, National Council for Marketing & Public Relations

Member, Gamma Phi Delta Sorority, Inc.

Charter Vice-President, Eta Chapter, 2004 – 2005, New Orleans, LA

HONORS & AWARDS

Louisiana Press Association Better Newspaper Contest, 2nd Place Best Feature Story, Division 6

["Immortalized through art."](#) *The Donaldsonville Chief*, April 27, 2016

Xavier University of Louisiana 40 under 40 Young Alumni Class, 2015

An award given to alumni who excel in community work, civic engagement, professionalism, and dedication to the University.

Sue Weinstein Excellence in Volunteerism Award, 2015