



# FELECIA KILLINGS

Award-Winning Coach | Strategic  
Communications Specialist

## PROFESSIONAL PROFILE

With 15+ years of experience working in media relations, publishing, and editorial development, Felecia Killings has become a nationally-recognized communications specialist whose keen insight has helped leaders and organizations reach millions of people with their vision, mission, brand, and core message. She has a genuine passion for strengthening an organization's relationship between its internal and external stakeholders. And since 2011, she has taught leaders the power of the written and spoken word to elevate their platforms and companies within their industries.

Felecia is a creative self-starter with keen abilities to develop new ideas and initiatives that engage leaders and organizations in the social, political, and economic spheres. Her methods for building relationships between various stakeholders are based on applying universal principles that guide human behavior and interaction. Her core philosophy includes practicing the Law of Love, the Law of Grace, the Law of Faith and Power, and much more. By implementing these values into her work and her clients' projects, she has helped elevate an organization's brand and thought leadership to national heights.

Felecia's positive and energetic attitude influences her ability to meet or exceed goals. And she has demonstrated this over the years through her consultant work at FeleciaKillings.org and the various non-profit and political organizations nationwide. Felecia is also a Motivational Speaker who couples her training with spiritual and practical tools for an organization's success. She is an Award-Winning Coach, Best-Selling Author, and Digital Content Creator with a plethora of empowering content designed to equip thought leaders while helping their companies fulfill their purposes.

Felecia has been featured on primetime shows including [FOX Primetime](#), [FOX and Friends](#), the [New York Post](#), [FOX Digital](#), [Red State](#), [Sonnie's Corner](#), [Victory News Media](#), [Cross Country with Lawrence B. Jones](#), the [Dinesh D'Souza Podcast](#), [News Nation](#), and many more!

As a graduate of The University of California, Davis, Felecia holds a Bachelor of Arts degree with double majors in English and African American Studies. She also holds a Master of Arts degree in Education. Her career ambitions are to continue working with leaders and their organizations who are dedicated to solving problems for millions of people in the social, political, and economic spheres.

## EDUCATION & QUALIFICATIONS

- *Bachelor's degree in English*
- *Master's degree in Education*
- *15+ years in complex communications situations in policy, outreach, non-profit, and advocacy environments*
- *15+ years of project management experience*
- *Strong organizational and time management skills to independently establish priorities and coordinate and complete competing assignments within established time frames*
- *Intermediate/expert proficiency in MS Word and Excel*
- *Proficient in social media, online advocacy tools, and contact management databases*
- *Excellent writing and editing skills*

## TESTIMONIALS

"Coach Felecia, I am going to start calling you Olivia Pope" - Lawrence B. Jones, FOX News Journalist and Host of Cross Country with Lawrence Jones

"I just got off the phone with [Felecia Killings], and I think that she needs to be considered for [the President's] campaign and his Black Voices." - Isaiah Washington, Former Star of Grey's Anatomy

## KEY PERFORMANCE ABILITIES

### "Felecia does an absolutely amazing job of maintaining your vision and making it come to life." - Bessie Corgile, CEO of Pastor Bessie Scoggins International Ministries and Phenomenal Woman Empowerment Alliance

- Able to manage national- and state-level media relations activities, including press calls and pitches, preparing staff for interviews, press relationships, and analyzing relevant news coverage
- Able to develop and execute distribution plans for a company's branded projects and publications
- Able to identify press opportunities that strategically place a company as a thought-leader in their industry, including op-eds, book publishing, letters to the editor, exclusive stories, byline articles, podcast appearances, and blog posts
- Able to draft and edit press materials, action alerts, fact sheets, and online content in a way that clearly conveys a company's policy priorities and complex research findings
- Able to edit and proofread reports and policy documents and oversee their formatting and production
- Able to work cross-functionally to develop and execute a company's events (in-person, hybrid, and virtual).
- Able to provide media training and support (including drafting talking points and social media strategy) to help a company's public presence and to position them as powerful thought leaders in their field
- Able to describe complex policy issues among various audiences including the general public, policy makers, and executive team members
- Able to understand public policy and legislative processes at the federal and state level
- Able to establish relationships with reporters and editors at national, state, and regional media outlets
- Able to delegate effectively to empower and motivate team members
- Able to ensure compliance to applicable laws, guidelines, policies, procedures and practices
- Able to create clear and compelling content across social, print, digital, and email outlets
- Able to work with and influence a diversity of stakeholders and understand a brand's purpose, mission, and goals
- Able to demonstrate flexibility in the face of change
- Able to shape new opportunities and be a highly motivated
- Able to self-start, requiring minimal supervision
- Able to build connections within and between teams
- Able to generate innovative ideas and implement them into creative marketing strategies
- Able to learn and adapt quickly to various systems and tools
- Able to think strategically and comprehend technical information to manage execution

#### Project Management

- Able to manage all distribution activities including books, blogs, fact sheets, and other external documents
- Able to develop, design, and execute project planning for each publication release, including compiling documents, establishing timelines, tracking milestones, and analyzing metrics
- Able to provide deliverables and timelines within a project management platform
- Able to help team members meet project deadlines and milestones
- Able to manage overall publication calendar and adjust timelines as needed to ensure quality and timely release schedules

#### Digital Content Design Support and Development

- Able to assist web design and development projects to ensure a company's website is up to date
- Able to collaborate with team members to provide regular updates to a company's online presence (website, social media accounts, etc.)
- Able to serve as co-administrator for a company's social media accounts and approve written and graphic content to promote a company's events, offerings, services, products, and more

#### Vendor and Media Relationships Management

- Able to manage vendor relationships and contract processes with internal staff and key outsourced vendors, including (but not limited to) media relations, web sites, graphic design, printing and database software
- Able to serve as main point of contact for vendors to communicate project parameters, deadlines, changes and updates, and other pertinent details needed for successful delivery of products

#### Staff Management and Development

- Able to provide supervision, coaching, and delegation of tasks to team members and staff, including delegation of work responsibilities, training in those responsibilities, and monitoring of their responsibilities
- Able to communicate job expectations, including planning, monitoring, and reviewing results and performance aligned with project-related goals and expectations
- Able to participate in the coaching of a company's team members and contribute to their annual performance evaluations
- Able to foster an inclusive organizational culture that respects colleagues' diverse perspectives, experiences, and expertise
- Able to engage in training and professional development to improve management practices

## EXPERIENCE & OUTCOMES

### Consultant Work as an Award-Winning Coach and Strategic Communications Specialist | FeleciaKillings.org

- 15+ years of experience in writing, editing, and managing content and communications across multiple channels and multiple audiences
- Experience with multi-tasking and functioning in a fast-paced environment
- Experience as a storyteller and creating mass communications and presentations
- Experience in recognizing and defining what the real problems are and facilitation solutions that bring together key players into a room to help facilitate decision making
- Experience developing and maintaining strong relationships with journalists and media outlets and an understanding of the current media landscape and the ability to identify and leverage emerging trends
- Developed and executed strategic communication plans, including creation books, distribution of press releases, opinion pieces, and other publicity materials
- Developed pitch plans, media lists, and relationships with reporters and journalists to pitch stories that resonated and built brand awareness for clients
- Created and delivered effective internal and external communications for multiple channels including opinion and editorial pieces, talking points, emails, slides, videos, and podcasts
- Wrote compelling and dynamic copy for internal stakeholders and created engaging assets in collaboration with the design team
- Collaborated with various teams to ensure transparency and consistency across the organization and to help engage in the company's mission, values and culture
- Sought out the latest earned media tools and strategies to help clients better connect with publications, podcasts, and media outlets
- Monitored, analyzed, and reported on media coverage to measure effectiveness of communication strategies and recommend changes to clients for further improvement
- Developed and maintained communications policies and procedures for clients
- Performed website management, communication design, content writing, content editing, book publishing, social media content, and copywriting services to clients
- Collaborated and coordinated project plans and timelines with team members to ensure alignment with content and online experience tasks
- Created thorough, compelling, and timely communications that effectively conveyed messages aligned with clients' objectives
- Coordinated and contributed to event management presentations, developments, and refinements
- Edited and proofed messaging framework content and surface content through communication channels for distribution
- Developed compelling storytelling and content across internal and external channels
- Created effective, compelling publications that conveyed the vision, mission, and objectives for clients
- Audited an organization's/ministry's communication system to determine the strengths and weaknesses
- Developed new communications strategy that focused on clients' brand story
- Formulated a content marketing calendar using CoSchedule to manage the small team's communication materials
- Performed market research to develop effective communication materials that generated leads and sales
- Created, coordinated, and designed newsletters, email campaigns, blog posts, social media posts, and white papers for clients
- Developed sales funnels that helped clients generate leads and product sales
- Designed media kits, author biographies, and press releases for mass media announcements
- Wrote blog posts and web copy for clients' websites
- Planned and coordinated online webinars, virtual summits, and community writing workshops for clients and my small business
- Planned, scheduled, and coordinated events based on organization's budget
- Communicated with local newspapers to promote clients' newest releases
- Managed media inquiries and arranged blog talk interviews for clients
- Built long-term relationships with social media influencers to help promote clients' products and services
- Formulated a network of social media influencers who reach millions of viewers/followers weekly
- Managed and collaborated with a marketing team (social media influencers, assistant public relations specialist) to help promote clients' works
- Performed crisis management for clients who had negative publicity, helping them use their stories to empower others
- Trained clients to publish their own books related to their business, ministry, or personal brand
- Coordinated and developed communication training materials and workshops related to book publishing and effective communication
- Edited and proofread communication materials, including blog posts, book manuscripts, book blurbs, summaries, web content, and video scripts
- Evaluated communications strategy to determine effectiveness and company's growth using social media analytics
- Revamped and revised communications materials to elicit organic reach, saving clients money on their marketing budget

## CLIENT WORK & TESTIMONIALS



David Joannes, CEO of Within Reach Global, hired me as a consultant to work as his communications expert and storytelling advisor for several book projects he needed to help raise funds for his non-profit organization (2016 - present). Together, we created a strategic communications plan that enabled him to publish four books around his company's vision and mission. As a result, he has increased his thought leadership in the missionary field, received over 300 5-star Amazon reviews for his books, and has generated thousands of dollars from special donors who learned more about his organization through his stories.

Testimony: "Felecia Killings changed my life. I had been writing my book for six years until I finally submitted my writing to her. She took my jumbled thoughts and helped make sense of it all." - David Joannes

<https://withinreachglobal.org/>



Eloise Collins, CEO of Unique Treasures Counseling and Coaching, hired me as a consultant to create a communications plan that included developing an actionable workbook and email marketing campaign to promote her business and online class (2022 - present). After speaking with several experts, she found I was the only one who adequately captured her vision and produced a final product based on her business's needs.

Testimony: "Felecia exceeded my expectations! She came through based on my manifestation of what I wanted. I have explained it to many others before her and they could not visualize it. But she did." - Eloise Collins

[www.eloisecollins.com](http://www.eloisecollins.com)



Bessie Scoggins, CEO of Bessie Scoggins International Ministries, hired me as a consultant and long-term communications specialist to develop and execute a strategic online communications plan to expand her current non-profit (2016 - present). This plan included the development of several ebooks and workbooks, press releases, and publicity materials. I wrote website copy and curriculum content for her online coaching program. And I trained her team members to effectively promote her ministry's vision and mission consistently using social media, namely Facebook. In addition, I worked with Bessie to audit her organization's current communication's system to determine strengths and weaknesses. The results have been more published books, additional funding for her non-profit, increased speaker opportunities nationwide, and a proven system to onboard new members into her organization.

Testimony: "Felecia does an absolutely amazing job of making your vision come to life."

<https://www.iampbs.org/>

## CLIENT WORK & TESTIMONIALS



From 2013 - present, I hired myself to develop and execute an effective communications plan that would elevate my brand name in the social, political, and economic spheres.

This plan included auditing my formerly non-existent brand and determining best practices from bringing my expertise to the virtual market.

Using blogging, podcasting, book publishing, influencer marketing, email marketing, networking, and building a movement, I became a nationally-recognized communications specialist who has been featured on mainstream and independent media outlets.

My expertise has also been used to inform community leaders, politicians, and candidates on how best to bring their visions and core messages to their targeted audiences.

In 2022, my communications expertise helped political candidates secure their victories as they attempted to win their races in predominantly Black communities.

My network now consists of easy access to mainstream journalists and influencers who can elevate an organization's presence to their audiences of millions.

Each task listed in "Experiences and Outcomes" were used to make this possible.

[www.feleciakillings.org/foundation](http://www.feleciakillings.org/foundation)