

# FLORENCE BROWN

Strategic Communications & Public Relations

## SUMMARY

Former journalist turned strategic communications executive, highly skilled in public relations, proactive media pitching, crisis communications, employee relations and community engagement. Decisive leader capable of managing complex and sensitive issues with professionalism and discretion. Ethical, reliable and tactful communicator focused on transparency and truth. Particular interest in drastically transforming the way organizations engage with communities that drive their business and growth.

## EDUCATION

Master of Public Administration  
California State University East Bay (2010)

Bachelor of Arts in Journalism  
San Francisco State University (2006)

## EXPERIENCE

### Head of Communications

Bloom Works | October 2021 – Present

Government consultant leading communications portfolio for women-owned public interest technology company serving clients across nonprofit, city, state and federal agencies.

- Lead, develop and implement communications strategy for Bloom Works.
- Advise clients on strategic communications priorities, including media relations, crisis communications, and community engagement.
- Package and present messaging strategies for diverse clients across industries and services.
- Incorporate diverse perspectives from a variety of user groups and stakeholders to develop inclusive messaging and dissemination strategies.
- Build capacity for clients through training while advancing reputational goals through public relations guidance.
- Inform DE&I strategy using landscape and stakeholder analysis.

### Director of Communications

City of Philadelphia, Division of Aviation | March 2019 – October 2021

Executive strategist overseeing all public affairs functions at Philadelphia International Airport (PHL) and Northeast Philadelphia Airport (PNE), the airport system serving the sixth largest city in the US. PHL drives a \$16.8 billion impact on the greater Philadelphia region and serves 33 million passengers each year, generating more than 100,000 jobs in PA, NJ, DE and MD.

- Oversees the activities of nine professionals, including: Assistant Director of Community Relations, Public Affairs Manager, Public Relations Supervisor, Photographer/Videographer, two administrative officers, two PR Specialists and one Internal Communications lead.

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- Created and maintains the PHL Communications Strategy, mapping the work of the Communications team to the objectives of the PHL Strategic Plan and executive leadership.
- Oversees media relations team handling complex ecosystem of inquiries and topics, including industry news, legal matters, international business, finance and politics, regulations, technology, environment, socioeconomics and culture.
- Collaborates with key leaders throughout Philadelphia, including tourism entities, government and elected officials, influencers, business executives and media.
- Guides digital strategy, social media, website content management, analytics, Search Engine Optimization, and technological innovation.

## Director of Communications (2016-2019)

### Digital Marketing & Public Relations Manager (2013-2016)

Coordinated Health

- Strategic lead for all corporate communications initiatives at Coordinated Health, a specialized hospital network based in eastern Pennsylvania and western New Jersey with 18 locations and more than 1,400 employees.
- Responsible for promoting the activities of 100+ physicians spanning more than 10 specialties, including orthopedics, primary care, cardiology and women's health.
- Engaged diverse list of external stakeholders, including employees, journalists, editors, elected officials, business leaders, celebrity athletes and more.
- Managed all crisis communications efforts, including highly sensitive legal and regulatory issues with complex considerations and risks.
- Produced award-winning videos for marketing campaigns.
- Managed all corporate digital properties, including corporate website, microsites, customer relationship management platforms and social media.
- Engaged diverse influencer communities using interest and geography-based targeting, contingent on business needs and target demographics.

## MEMBERSHIPS & CERTIFICATIONS

2022 - Advancing Your Communication  
Strategy In DE&I Certificate Program – PRSA

(Current) Young Professionals Council  
Greater Philadelphia Chamber of Commerce

2021 – IS 200 Basic Incident Command  
System for Initial Response- FEMA

2019 Board of Directors  
Women's Business Council

2021 - Laney College Journalism Advisory  
Committee

Greater Lehigh Valley Chamber of Commerce

(Current) PRSA Philadelphia Member

2019 Chapter Member  
Folds of Honor Eastern PA-NJ

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