

PATSY DOUGLAS

Birmingham, AL | patsydouglastv@gmail.com

PROFESSIONAL PROFILE

Strategic communications, media relations, and brand leader with experience directing integrated marketing, executive storytelling, fundraising communications, and digital content. Former television journalist skilled at translating complex information into clear, persuasive messages for diverse audiences. Combines newsroom agility with cross-functional leadership, stakeholder engagement, and measurable resource-development results.

PROFESSIONAL EXPERIENCE

DIRECTOR OF DEVELOPMENT & STRATEGIC COMMUNICATIONS | Jul 2024 – Present

Legacy Prep Charter School • Birmingham, AL

- Lead communications strategy across two school campuses, overseeing media relations, social channels, website content, photography, video, campaigns, and brand messaging.
- Helped secure more than \$200,000 in grants and partnerships during the 2025–26 school year; supported a \$5 million capital campaign with more than \$3 million raised.
- Develop compelling executive presentations, annual reports, grant narratives, donor communications, and impact stories that connect organizational priorities with stakeholder needs.
- Manage relationships with corporate and foundation partners; coordinate proposals, reporting, campaign timelines, and cross-functional inputs with academic and finance leaders.

FOUNDER & CREATIVE DIRECTOR | Sep 2024 – Present

Your Vision LLC • Birmingham / Tuscaloosa, AL

- Direct brand positioning, creative strategy, website development, and digital marketing for business and community clients.
- Lead client discovery, campaign planning, content production, photography, video, and social media execution to strengthen brand visibility and audience engagement.

MULTIMEDIA JOURNALIST / REPORTER | Jun 2022 – Jul 2024

WVTM 13 • Birmingham, AL

- Pitched, researched, wrote, filmed, edited, and delivered breaking-news and enterprise stories for broadcast and digital channels under tight deadlines.
- Built trusted source relationships and interviewed diverse stakeholders; distilled complex, sensitive issues into accurate, accessible stories.

MULTIMEDIA JOURNALIST / REPORTER | 2020 – 2022

KADN News 15 • Lafayette, LA

- Produced daily breaking-news, public-affairs, and community reporting across television and digital platforms.
- Owned the full editorial workflow, from story development and interviews to field production, editing, and on-air delivery.

EDUCATION

M.A., Mass Communications – Strategic Communications | Regent University

B.S., Mass Communications – General Broadcast | Norfolk State University

CORE COMPETENCIES

Corporate & Strategic Communications • Public Relations & Media Relations • Brand Strategy • Executive Messaging • Integrated Marketing Campaigns • Digital & Social Media • Content Strategy • Stakeholder Engagement • Crisis-Sensitive Storytelling • Grant & Proposal Writing • Fundraising Communications • Impact Reporting • Photography & Video Production • WordPress • Adobe Creative Cloud