

DERRICK HOLLIE

BENNSVILLE, MD 20603

Profile

Accomplished professional with over fifteen years of entrepreneurial experience; Expert in strategic planning and execution; Exceptionally sensitive & dedicated to issue and advocacy work, Able to handle difficult situations with full empathy and professionalism, Wide development of management experience, Ability to build a coalition of sector leaders and grass roots organizations, including recruiting and training; Seasoned in creating and executing national education & outreach campaigns; Great public speaker and compelling presenter.

Professional Experience

Reaching America, Washington D.C.

President (2015-present)

- Oversee daily operations of Reaching America, an education and policy organization developed to address complex social issues impacting African Americans
- Brings a fresh perspective to today's complex social issues impacting African American communities
- Host of Reaching America On Demand podcast series
- Writes op-eds, blogs, participate in speaking engagements, radio and television interviews
- A contributor to the Huffington Post and The Daily Signal
- Ongoing effort to reduce energy poverty for low income and minority communities
- Educate communities on sensible policy that will help us develop our growing demand for energy while protecting the environment and meet efficiency standards.
- Meet with local elected officials and community leaders to change public opinion and gain support for pipelines and offshore energy exploration
- Meet with House and Senate representatives about energy policy impacting communities they represent
- Provide written statements at public hearings and council meetings in support of energy independence and job creation
- Voice radio ads highlighting the economic impact that comes with energy development
- Research and analyze political and social trends impacting market segments within the African American community
- Create and inspire unity among voters utilizing grass root efforts, social media, traditional media and PR
- Provide ongoing guidance, direction and motivation for continued growth for Reaching America

Global Advertising 1st, Inc., National Harbor, MD

President & CEO (2000 – 2014)

- Generated over 25 million dollars in contracts as a small business
- Created and executed campaigns for clients which included outreach, PR, internal and external communication strategies, social media, and branding efforts
- Served as the liaison with officials at all levels of government/private sector and worked effectively with a wide range of constituencies in a diverse community

- Planned and executed multi-million-dollar PR, marketing and outreach campaigns for government, private sector and not for profit clients
- Oversaw company operations to insure production efficiency, quality, service, and cost-effective management of resources
- Evaluated performance of staff for compliance with established policies and objectives of the company and contributions in attaining objectives and recommend training and development plans for staff
- Maintained and grew relationships with key stakeholders on local, state and national levels for the benefit of the company and our clients

Radio One Inc., Silver Spring, MD

National Sales Manager (February 1998 – February 2002)

- Generated over 50 million dollars in national revenue
- Increased revenue shares during a stressed market
- Managed a sales staff of more than 50 people in 13 major cities across the country
- Negotiated rates, inventory and promotions for national advertising campaigns daily
- Oversee approximately 100 national accounts per month
- Developed and maintained strong staff and client relationships through conference calls, e-mail and market trips
- Prepared forecasts to ensure monthly and yearly quotas were met

Education

- Bachelor of Science Broadcast Management/Advertising East Tennessee State University 1989
- Attended on Full Football Scholarship

Awards

- 2011 Awardees' of the Inc. Magazine Top 500/5000 Small Businesses in the Country
- 2010 Platinum Hermes Award for Product Launch
- 2009 Gold Marcom Award for Communications Plan
- 2008-2010 Gold Marcom Award for Advertising Campaigns
- 2008 Top 100 MBE (Minority Owned Businesses) in State of Maryland
- 2007 ETSU Alumni Award of Honor Recipient

Other Interests/Organizations and Links

- Avid Runner
- Mentor in the Community
- Co-Chair Maryland Center Right Meeting
- Member Omega Psi Phi Fraternity
- DESMOG Blog <https://www.desmogblog.com/derrick-hollie>
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