

**SHAVANDA C. STEPHENS**

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**EDUCATION**

**Troy University – Troy, AL**

- Master of Science in Strategic Communications (GPA 4.0/4.0) **July 2024**
- B.S. in Interdisciplinary Studies (Major GPA 3.6/4.0) **July 2023**  
Minors: Fine Arts, Marketing, Military Operations

**San Diego La Mesa College**

**June 2021**

- Certifications: Motion Graphics, Video Production, Workflow for Modern Web Design, Content Management, Motion & Video Production, Digital Media II, and Web Design

**Enterprise Ozark Community College**

- A.A in General Studies **Aug 2006**
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**INDEPENDENT WORK EXPERIENCE**

**Chante Stephens & Co**

**Mar 2015 – Present**

**CEO | Brand Developer**

- Operate as CEO, overseeing daily operations, strategic planning, and overall business management while leading a team of marketing contractors and providing guidance, mentorship, and performance evaluations.
  - Developed, organized, and prepared materials for various forms of mass communication, with a focus on static media, static, short, and long content for B2B.
  - Planned, designed, executed, and evaluated public affairs initiatives to create engaging social media content that effectively conveyed complex information to the public, industry stakeholders, and media.
  - Build and maintain strong relationships with clients, communicating effectively to coordinate marketing efforts, understanding their needs, and delivering tailored marketing solutions.
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**WORK EXPERIENCE**

**Jun 2021 – Oct 2021**

**WTVY News 4**

**Director of Marketing**

- Managed media and developed marketing plans to enhance the station's brand through captivating ads, initiatives, and campaigns.
- Worked with clients to create impactful advertising and content strategies for local businesses, driving audience growth.

**United States Navy**

**May 2007 – Jan 2021**

**First Class Petty Officer/Supervisor**

- Played a key role in strategic communication efforts, managing internal and external communications, developing strategies to improve communication channels, and effectively handling crisis communication and stakeholder engagement.
  - As a departmental safety officer, I spearheaded safety communication initiatives, focusing on safety prevention and risk mitigation during complex evolutions. I also developed and delivered comprehensive safety briefings, ensuring all personnel were informed of potential hazards and proper procedures.
  - Ensured rigorous communication and reporting protocols, accurately reporting safety incidents and operational risks to higher command and relevant stakeholders, facilitating timely and effective responses.
  - Championed Corporate Social Responsibility (CSR) initiatives, led community outreach programs and forged partnerships with local organizations to support veterans and promote environmental sustainability.
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**SKILLS:** Public Speaking, Qualitative and Quantitative Research, Strategic Communication Planning, Leadership Skills, Organizing, Adaptability, Networking, Market Research, Storytelling, Time Management, Collaborative. Adobe Creative Cloud, Outlook, Google Suite, Microsoft Office