

Social Entrepreneur x Scholar Activist x Communication Strategist

 anneshiahardy.com



I'm a social impact architect and brand strategist with a deeply-rooted passion for marketing, community engagement/development, media, and research. I am also a strategic communications professional with a background in civic engagement and message development. Much of my research and community activity is influenced by the intersection of culture, media, and public opinion. My professional goal is to leverage my skills in communications, emerging media, and branding in a space dedicated to social justice and policy advocacy.

Emerge AL Political School

Political Campaign Building | Campaign Compliance | Message Development | Fundraising | Field Operations/Organizing

Troy University

Strategic Communication | Strategic Organizational Communication
Strategic Communication Theories | Strategic Communication Inquiry & Research
Public Relations | Media Studies | Emerging Media | Communication and Influence

Texas Southern University

Public Policy | Budget and Finance | Economic Development/Globalization
Science, Technology, & Public Policy | Leadership & Decision Making
Organization Behavior & Theory | Quantitative Methods
Research Methods in Public Administration | Theory & Practice

Troy University

Brand Management | Market Research | Consumer Behavior | Strategic Marketing | Target Marketing | Small Business Management

Civic Engagement | Community Development | Public Opinion/Engagement | Media Effects | Protest Paradigm | Audience Research | Strategic Communications | Advocacy Communication

Executive Director

Alabama Values Progress

- Identified and secured \$350,000 in national funding within the first 60 days of joining the organization
- Identified and secured core infrastructure partnerships to increase organizational capacity across the southeast region.
- Manage daily operations, staffing, and funding of the organization
- Develop legislative communication strategies for state and national coalitions
- Develop messaging strategies and conduct ongoing comms research for state partners around core community issues - criminal justice reform, voting rights, healthcare, and education.
- Spearhead donor communications, grant management, and capital campaigns
- Facilitate workshops/training for state coalitions and elected officials regarding issue-based advocacy, industry resources/tools,

Chief Growth Officer

Hardy Creative Lab

- Serve as a strategic thought partner advising executive leadership on strategies to penetrate desired markets.
- Represent the organization on industry committees, boards, and interests groups.
- Oversee the organization's governmental contract division.
- Research and develop earned media strategies
- Negotiate contract terms with clients and communicate with stakeholders

Staff Associate

National Center for the Study of Civil Rights and African American Culture

- Coordinated the Center's digital communication and media strategy.
- Developed and hosted public programs regarding African-American culture such as film series, lecture series, book talks, art exhibits, and festivals.
- Developed and secured funding through grants, co-sponsorship, and individual donations.
- Represented the Center to councils, commissions, the community, service groups, and a variety of outside organizations and agencies.

Media and Strategic Communications Consultant

- Present

Freelance

- Provide strategic communication services for higher education institutions, cultural heritage, grassroots, and nonprofit organizations.
- Develop and assist with the ongoing operation of the organization's growth strategy.
- Provide high-level writing and public relations services for internal and external communication

Political Communications



- Digital Organizing/Hashtag Politics
- Coalition Building/Grassroots Organizing
- Voter Engagement Strategies
- Audience/Opposition Research
- Media Strategies

Strategic Marketing

- Social Media Marketing
- Integrated Marketing
- Content Marketing
- Consumer Research
- Brand Development
- Media Buying/Placement
- Cause Marketing
- Visual Storytelling

Public Speaking

- Speech Writing and Development
- Motivational
- Educational
- Advocacy
- Persuasive

Strategic Communications

- Case Study Development and Analysis
- Crisis Communication
- Public Relations Strategy
- Donor/Sponsor Messaging
- Press Releases
- Emerging Media Strategy

Digital Communications



- Google for Education
- Google Analytics
- Google Tag Manager
- Social Media
- SEO
- Adwords
- Wordpress CMS
- Email Marketing

Software/Applications

- Google Suite
- Microsoft Office Suite
- PeopleSoft
- Hubspot CRM
- Salesforce CRM
- Advantage
- BNY Mellon
- Depository Trust Company

- Certified Google For Education
- Google Analytics
- Content Marketing
- Inbound Marketing

- Develop messaging strategies, brand visibility campaigns, and tactical calendars.
- Conduct consumer research, audience analysis, SWOT analysis, and digital analytics research.

Director of Business Development/Strategic Marketing

EMG, L.L.C.

- Acquired and cultivated clients for the organization's nonprofit and social advocacy division.
- Developed and executed strategic business development plans in conjunction with working with key internal stakeholders (e.g. sales teams, creative service teams, legal teams, and support staff).
- Developed long-term strategic partnerships in support of the organization's key markets.
- Developed and managed departmental budget and fiscal reporting.

Wealth Management Associate

Renasant Wealth Management (Formerly RBC Private Asset Management)

- Managed the collection and payment of U.S. and foreign cash dividends, interest, and mortgage-backed securities principal payments.
- Processed mandatory and voluntary corporate actions, reorganization activity, class action litigation, and security call notices.
- Processed account opening, transfers, free receives and delivers
- Reconciled all shadow account financial statements
- Monitored and processed the contribution and distribution activity for all Escrow accounts.

Institutional Trust Client Service Administrator

Regions Morgan Keegan Trust

- Assisted t Institutional Trust Relationship Managers with meeting client service requirements.
- Researched, analyzed, and resolved complex issues regarding client's portfolios and statements.
- Processed daily account transactions using various trust accounting systems.
- Handled all client requests in the absence of assigned Relationship Manager.

Investment Operations Specialist

Regions Morgan Keegan Trust

- Assisted external and internal investment managers with trade orders and issues such as cancels and rebuilds, late affirmation, trade DK's and new account setup.
- Processed Sell and Buy orders of various securities such as Treasury Bills, Mutual Funds, and Common Stocks for client-directed and external managed accounts through Bank of New York and Depository Trust Company.
- Settled diverse trade orders such as pairoffs, reverse repos, securities lending and account shadowing.

Research Projects

[Think Big Narrative Project](#)

Sponsored by Topos Partnership and Center on Budget and Policy Priorities

A narrative research project to organize advocates around one broadly shared challenge —austerity thinking in the face of an economic shutdown that threatened to drain state budgets. The objective was to identify new strategies that lift up campaigns with messages of abundance that counter anti-democratic narratives and austerity thinking – undergirded by systemic racism and anti-government narratives – across issue areas and campaigns.

Multimedia GIS: Empowering the Dismempowered

Dr. Ramakrishnan Alagan(Project Director) | **Anneshia Hardy**(Co-Project Director) | **Dr. Robert White**(Co-Project Director)

The Multimedia GIS: Empowering the Disempowered project will further the development of a Geo-Informatics digital database and research model that will map and display significant events, personalities, and policies that have impacted the social and economic structure of a specific geographic location. The aforementioned objective will be obtained through the integration of Geo-Informatics Technologies (such as Geographic Information Systems, Global Positioning Systems, Remote Sensing, and Google Earth), along with qualitative research and interpretive findings by scholars. The results of this project can be utilized to create a multimedia GIS database and research model that can be used by educators, policymakers, and researchers to identify and bring awareness to social issues in other geographic areas, which could encourage and facilitate “call to actions”, “policy reformation”, or “community planning”.

Teaching Appointments

Assistant Professor/Instructional Technologist

Alabama State University

- Developed pedagogical strategies and provided support and instructional design to faculty in the selection and use of digital technologies in traditional face-to-face, online, and hybrid courses.
- Created online learning objects to include but not limited to interactive tutorials, webcasts, videos, primarily using open-source technologies
- Supervised the development of the university's scholarly communications initiative and institutional repository.

Instructor | Department of Communications

Alabama State University

Provided professional and instructional support for students.

- CMS 205: Public Speaking
- CMM 310: Intro to PR
- CMM 211: Intro to Mass Communications
- CMM 330: Media Ethics
- CMM 404: Mass Media & Society
- CRI 361: PR in the Recording Industry

Academic Appointments

Adviser

[NAACP ASU Student Chapter](#)

- Build coalitions of student activists on campus.

- Facilitate community workshops regarding community organizing, youth activism, political communications, and civic engagement.
- Provide training to chapter members in the areas of political communications, policy research, and community organizing.
- Assist students with facilitating community organizing events

Program Manager, Civil Rights Voices Speak

[Robert F. Smith Fund for the Digitization and Curation of African American History Fellowship](#)

A sponsored program by the National Museum of African American History and Culture designed to build a professional pipeline for historically underrepresented individuals to grow successful careers in the cultural sector. Fellows gained experience with using technology and social media as a preservation and dissemination tool.

Program Director, Alabama State University

[Challenging Extremism: Peer-to-Peer Challenge](#)

A sponsored program by the U.S. Department of Homeland Security, Facebook, and EdVenture Partners to create a counter-narrative to hate speech using social media and student-driven campaigns.

Adviser

[Public Relations Student Society of America, Alabama State University](#)

- Provided professional resources, support, and mentored student members.
- Cultivated relationships with regional public relations departments, counseling firms, and media.
- Provide professional training and workshops to students in the areas of strategic communications, advertising, public relations, and research.

Adviser

[Democracy Matters Institute, Alabama State University](#)

- Built coalitions of student activists on campus.
- Developed initiatives that fostered collaboration between students, faculty, and community activists to address social issues.
- Developed community workshops regarding community organizing, youth activism, political communications, and civic engagement.
- Provided Training to ASU Democracy Matters members in the areas of political communications and community organizing.

Miscellaneous Publications

Hardy, A. J., (2017, September 28) [The Black Struggle is My Ancestral Truth](#). Montgomery Advertiser. Editorial

Hardy, A. J., (2017, October 9) [From Cotton to Cowhide: We Are Not Living in a Post-Racial American](#) Montgomery Advertiser. Editorial

Conference Presentations

Hardy, A.J., (2022). Redistricting and Voting Rights National Association of African American Studies Conference. Dallas, Texas.

Hardy, A.J., (2021). *New Era of Socio-Political Movements: Utilizing Digital Roots Organizing and Hashtag Politics To Combat Media Framing and Agenda Setting*. Paper Presentation. National Association of African American Studies Conference. Dallas, Texas.

Hardy, A. J., (2016). *Breaking the Frame: Examining the Delegitimization of African-American Protest by Mass Media and the Need for New Dissent Strategies and Media Policy Reform*. Paper Presentation. Alabama Political Science Association Annual Conference, Troy, Alabama, April.

Hardy, A. J., (2015). *The Revolution Will Be Privatized: The Adverse Impact of Media Framing, Agenda Setting, and Gatekeeping on Sociopolitical Movements*. Paper Presentation. ASU Research & Creative Symposium, Montgomery, Alabama, October.

Hardy, A.J., (2012). *Digital Roots Organizing*. Paper Presentation. Birmingham Exchange Fund Philanthropy Conference. Birmingham, Alabama.

Speaking Invitations | Workshops | Lectures

Invited Speaker (2023). *Storytelling and Movement Building*. Obama Foundation, USA Leader Convening

Invited Speaker (2022). *Leveraging the Power of Visual Storytelling in Advocacy Spaces*. Yale University Legislative Health Advocacy program.

Invited Speaker (2022). *The Power of Collective Liberation*. Presentation. TOPOS and Center on Budget and Policies Priorities.

Invited Speaker (2022). *Democracy and the Will of the People*. Presentation. TOPOS and Center on Budget and Policies Priorities.

Workshop (2021). *Advocacy Media: Understanding Intersection of Mass Media, Public Opinion, and Public Policy*. Presentation. Alabama Election Protection Network

Invited Speaker (2019). *Curating Your Audience: PR and Marketing in the Cultural Sector*. Presentation. Alabama Emerging Museum Professionals Network. Birmingham, AL.

Invited Speaker (2016). *Political Communication and GOTV Strategies in the Age of Mass Media Framing, Agenda Setting, and Gatekeeping*. Presentation. Montgomery County Democratic Party Committee Meeting. Montgomery, Alabama.

Guest Lecturer (2016). *Seeking Opportunities, Obtaining Experience, and Gaining Success*. A three week workshop on preparing to enter the field of Communications, Media, and Public Relations. Alabama State University.

Guest Lecturer (2015). *Protest Paradigm*. An interactive presentation examining how negative media framing of the Black Panther Party Movement and Black Live Matter Movement dissuades civic engagement. (POS 207: American Government). Alabama State University.

Workshop (2015). *Maximizing Gmail*. A training workshop focused on the utilization of Gmail tools and Google applications to increase work productivity. (Facilitator). ASU Center for Perpetual Training and Protocol.

Guest Lecturer (2015) . *Ethnic Notions: Modern Day Toms, Coon, Mammies, & Bucks*. A lecture discussing the impact of racial iconography on popular culture. Alabama State University

Guest Lecturer (2013). *Digital Voices: A Look at How the Digital Age Redefined Youth Advocacy*. Lecture given at the YWCA Youth Leadership Summit, Birmingham, AL.

Community Service/Volunteerism

Communications & Digital Organizer Advisor & Trainer

The Organizing Accelerator (NAACP X Groundwork Project)

The Organizing Accelerator is a twenty-week training, mentoring and networking fellowship program for emerging grassroots organizers, community organizers, campaigners, social justice advocates, and civil rights leaders.

State Adviser

TOPOS & Center on Budget Policies and Priorities

Serve as a state adviser aiding in the development of a national collaborative learning environment that links high-level strategic thinking with practical applications to counter conservative narratives and austerity thinking – undergirded by systemic racism and anti-government narratives – across issue areas and campaigns.

SOLVE Leadership Council Member

Southern Coalition for Social Justice

Serving as adviser in the development messaging and content strategies for coalitions and advocacy groups addressing voting rights and pro-democracy issues impacting marginalized groups in Alabama, Mississippi, Georgia, South Carolina, North Carolina, Texas, and Louisiana.

Dialogue On Race

Facilitator

Facilitate a series of workshops aimed to help participants understand the history and impact of racism on America's social institutions and BIPOC communities.

OUR Montgomery

Communications Committee Chair

Develop communication strategies to promote OUR Montgomery mission to provide support for faith-based community and advocacy.

National Center for the Study of Civil Rights and African-American Culture

Steering Committee Member

Develop cultural tours, workshops, conferences, and art exhibits regarding civil rights and African-American culture

