

DIONNE L. ROBERTS-EMEGHA, J.D.

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EDUCATION:

South Texas College of Law, Houston, TX United States

Juris Doctorate Degree 05/1999

Major: Law

Iliff School of Theology, Denver, CO United States

Studied Religion and Social Change from 08/1994 – 05/1995

Texas Southern University Houston, TX United States

Bachelor's Degree 05/1994

Major: English Minor: History

PROFESSIONAL EXPERIENCE (in order of relevance):

1919 Media Company, Chicago, IL

Editorial Management, Content Creator, Script Writer, Brand Partnerships

December 1, 2021 - Present

SCRIPTWRITER

- 25+ years of professional experience writing and editing for political campaigns, non-profits, entertainment, and local and federal government.
- Award-winning screenplay writer of *The Best of Ira*, *Useful (Used·Fool)*, *Toxic*, and *the Katz Plan* received accolades from the Los Angeles International Screenplay Awards, Big Break, Diverse Voices, Filmmatic Drama Screenplay Awards, and recommendations from The Script Lab.
- Proficient in adapting voice/tone to a range of end-users, telling prescriptive stories, offering practical value, and maintaining technical accuracy.
- Write engaging, search engine optimization (SEO) rich, and grammatically clean content for sponsors to ensure the Company's value proposition and unique selling points engage the target audience.

BLOG/ EDITORIAL MANAGEMENT

- Apply an understanding of what makes people tick, including their pain points and aspirations.
- Manage the blog editorial calendar, ensuring content throughout the pipeline.
- Review content drafts and suggest edits with an eye toward clarity, helpfulness, and consistency with brand guidelines.
- Manage the relationship with our SEO content agency partner, regularly meeting to review content and reporting, communicating expectations, and providing feedback to improve the relationship and output.
- Drive partnerships and alignment to ensure Representatives receive consistent, aligned messaging and tone of voice.

OPERATIONAL

- Track performance and provide insights on what's working, what's not, and what we should do differently.
- Review and provide feedback on monthly and quarterly reporting; socialize reports and critical findings.
- Point of contact for businesses who want their content highlighted on blogs, websites, and social media (events, products, PR, etc.).
- Attend monthly cross-functional meetings to represent our team's work and identify partnership opportunities and new content ideas

SOCIAL MANAGEMENT

- Work with our social agency to create and approve monthly evergreen content ideas across LinkedIn, Facebook, Instagram, Twitter, TikTok, and YouTube.
 - Support the planning and creation of content ideas/ editorial calendar for scaled integrated marketing campaigns
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U.S. Census Bureau, Headquarters

Program Analyst

August 27, 2021 – September 26, 2022

- Served as one of the Division's principal liaisons and knowledge experts on the decennial community partnership and engagement program (CPEP), which included cooperative statistical programs and related activities, and provided staff with consultative support and education.
- Consulted, advised, and educated all levels of employees, including the highest levels of management, on methods and means to make CPEP more effective and efficient.
- Represented a variety of stakeholders, serving as a liaison with both internal and external organizations.
- Integrated knowledge of clinical and information processes to successfully adopt and apply new technologies to support community engagement in 2030.
- Initiated, developed, and executed complex projects that support partner collaboration in 2030.
- Developed instructional material, presentations, training, and technical documents for internal and external stakeholders.
- Made recommendations and decisions concerning the role, scope, and management of the program.
- Analyzed data to assess Census Operations, Partnership integration, and the impact of programs.

U.S. Census Bureau, Chicago Regional Census Center

Partnership Coordinator (Supervisory Partnership Specialist)

October 22, 2018 – Present (40 hrs/week)

MANAGEMENT

- Coordinated and managed the Community Partnership and Engagement Program (CPEP) within the eight-state Chicago Region; advised senior management on matters affecting the agency's mission.
- Directed research, analyzed demographics, executed regional action plans, implemented unique regional initiatives, and developed effective communications strategies to support national CPEP goals.

- Ensured the correct allocation of program resources was aimed at obtaining support and participation across diverse populations.
- Developed approaches to obtaining the cooperation of diverse partners, including governments, community-based organizations, faith-based groups, schools, media outlets, businesses, and others, taking appropriate actions to meet the specific promotional needs of the communities in the regional office area.

OUTREACH

- Cultivated partnerships with high-level stakeholders to build awareness of census activities.
- Delivered presentations and workshops to explain the importance of the 2020 Census and to develop outreach plans for low-response areas.
- Worked closely with internal and external stakeholders to carry out effective programs, special initiatives, activities, and training.
- Presented technical material to audiences with varying levels and degrees of statistical knowledge and expertise. Assisted with data requests.
- Supported census field operations, including the Local Update of Census Addresses (LUCA), Recruitment, Address Canvassing, Group Quarters Enumeration, Address Canvassing, Non-Response Follow-up, and others.

U.S. Census Bureau, Dallas Regional Census Center

Partnership Specialist

January 2017 – October 22, 2018 (40 hrs/week); June 2009 – September 2010 (40 hrs/week)

- Developed strategic partnerships with state and local governments, community-based organizations, faith-based and educational institutions, businesses, media, and other grassroots organizations.
 - Conducted research to assess the strengths and weaknesses of the partnership initiative using vital demographic indicators.
 - Developed outreach plans and gathered feedback from stakeholders.
 - Educated stakeholders about the importance of the Census by making presentations and media appearances, conducting seminars and training, and organizing events and activities.
 - Established best practices for senior management and local governments on motivating diverse populations and hard-to-count communities to participate in Census activities.
 - Provided support to Census field operations such as Space and Leasing, Temporary Non-Sheltered Outdoor Locations, Be-Counted Sites, Questionnaire Assistance Centers, Recruitment Activities, Non-Response Follow-Up Operations, and other activities as requested.
 - Conducted training for new Partnership staff
 - Served as census lead on Congressional outreach, ROAM (Remote Outreach Area Mapper), Complete Count Committees (CCCs), and Customer Relationship Management (CRM).
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Roberts & Markland, LLP, Houston, TX

Attorney

11/2000 - 12/2016

- Served as a legal expert, effectively advocating for clients' positions, needs, and opportunities on government contracts, campaign finance, licenses, competitive bidding, and rulemaking.
 - Provided consultation to individuals on filing schedules and requirements for government regulatory agencies such as the Federal Election Commission, the Texas Election Commission, Internal Revenue Service, etc.
 - Provided consultation on coalition development and management, community relations, media relations, crises management, PAC creation and administration, strategic public policy development, and lobbying.
 - Researched advisory opinions, statutes, commission rules, adopted and proposed rules and forms, Supreme Court rulings impacting Texas law, General-Purpose Committees, proposed legislation, and campaign finance and lobbying reports.
 - Monitored legislation to identify emerging issues and their potential impact on clients.
 - Developed policy positions for candidates and provided strategic communications.
 - Prepared responses to administrative actions and ethical complaints regarding campaign finance violations to ensure legal compliance.
 - Developed and assisted clients and trial attorneys in implementing novel or innovative approaches to complex issues.
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Tairon Gray Foundation for Mental and Emotional Health, Houston, Texas

Community Specialist

December 2010 – December 2016

- Recommended initiatives for law enforcement.
 - Planned and participated in formal evaluation of state and federal laws impacting programs.
 - Advised stakeholders on complex laws and practices relating to mental health policies and procedures.
 - Recommended and assisted stakeholders in implementing novel or innovative approaches to complex issues regarding those living with mental health issues to resolve issues surrounding police engagement and other sensitive problems.
 - Held meetings and produced pamphlets to inform the mental health community of their rights and obligations under the existing laws.
 - Developed written reports of findings, recommendations, and referrals.
 - Represented current programs and points of view of the organization to agencies, organizations, and the general public.
 - Evaluated the impact of pending funding decisions and legislative action on mental health issues locally and nationally.
 - Solicited contributions to defray the costs of special events and programs.
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Council Member M. J. Khan's Office, Houston, TX

Chief of Staff

01/2004 - 08/2006

MANAGEMENT

- Managed the council office, budget, activities, and council committees.
- Represented the council office on cross-organizational initiatives.
- Evaluated the impact of pending council action, developed policy positions, and provided strategic communication.
- Oversaw communication of information to the public concerning specific laws, procedures, and services
- Managed office communications, including directives, speeches, pamphlets, brochures, flyers, reports, memorandums, and constituent inquiries and complaints.
- Advised Council Member regarding the best course of action on projects by providing implications regarding feasibility, risk, schedule, resources, etc.
- Interpreted administrative policies.

OUTREACH

- Regularly delivered presentations or speeches on behalf of the Council Member.
- Established relationships with elected officials, business leaders, non-profit organizations, civic associations, religious leaders, media, and various groups throughout the City of Houston.
- Facilitated conciliation for communities facing conflict and tensions related to race, nationality, and religion, according to the Civil Rights Act of 1964 and HCPA of 2009.

Masrur Khan for City Council Campaign, Houston, TX

Campaign Manager

01/2003 - 01/2004

- Set short-term and long-term work priorities for the campaign
- Developed targeted precinct and GOTV strategy, monitoring progress of all operations.
- Managed campaign events and programs including donor cards, solicitor recruitment, and volunteer training.
- Collaborated with Marketing & Communications' staff on campaign-related materials and events, ensuring timeliness, accuracy, and consistency of message.
- Assisted with budget and fund-raising preparation, ensuring appropriate tracking efficiency.
- Worked with supporters to plan and implement relevant committee and task force meetings.
- Trained volunteer coordinators and GOTV volunteers for election-day polling activities.
- Provided administrative support for overflow work within the campaign, including correspondence, mailings, phone bank activities and grassroots coordination as needed.

References upon request