

LAFAYETTE CONVENTION AND **VISITORS COMMISSION**

RESUME LIST:

Cottonham, Markeda Ann;

*Dore, James J.;

Leger, Jessica;

Sarp, Alexandria.

**incumbent*

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Markeda Ann Cottonham

Objective:

Highly accomplished and results-driven professional with extensive expertise in event planning, public relations and a strong track record of success in developing and executing strategic communications initiatives. Seeking a challenging position where I can apply my specialized experience, leadership skills, and comprehensive knowledge to drive organizational growth and enhance public perception.

Summary of Qualifications:

- 13 years of progressive experience in event planning, management and public relations, with expertise in strategic communication, media relations, and crisis management.
- Demonstrated ability to develop and execute comprehensive communication strategies that align with organizational objectives and effectively engage target audiences.
- Proven track record in leading successful media relations campaigns, including cultivating relationships with key media outlets and securing positive coverage.
- Strong understanding of government operations and policies, with the ability to navigate complex regulatory environments.
- Excellent written and verbal communication skills, with the ability to distill complex information into clear and concise messages for various audiences.
- Skilled in crisis communication, adept at managing reputation risks and mitigating potential damage.
- Proficient in leveraging digital platforms and social media to enhance communication efforts and reach wider audiences.
- Strong leadership abilities, with a demonstrated aptitude for managing teams, collaborating with stakeholders, and achieving organizational goals.

Professional Experience:

Director/Stakeholder Engagement Officer - Friends Of Sweet Olive Cemetery

Baton Rouge, Louisiana

2020-Present UNPAID

- Led the development and implementation of a comprehensive strategic communications plan that significantly improved public perception of the organization.

- Successfully managed a high-profile crisis situation, effectively coordinating messaging across multiple platforms and minimizing reputation damage.
- Established and maintained positive relationships with key media outlets, resulting in increased positive media coverage and improved organizational visibility.
- Developed and executed targeted stakeholder engagement initiatives, facilitating collaboration and consensus among diverse stakeholders and achieving favorable outcomes.
- Directed a team of [number] professionals, providing leadership, guidance, and mentoring to foster a high-performance culture and achieve organizational goals.
- Develop and implement strategic communication plans to promote agency initiatives and programs, resulting in increased public awareness and engagement.
- Manage media relations, including drafting press releases, coordinating interviews, and monitoring media coverage.
- Build and maintain relationships with key stakeholders, organizing stakeholder meetings, and addressing stakeholder concerns to foster collaboration and support agency goals.
- Conduct policy research and analysis, evaluating existing policies and regulations to identify gaps and recommend improvements.
- Assist in drafting legislative proposals, position papers, and briefing materials to support the agency's legislative priorities.
- Support crisis communication efforts, assisting in the development of crisis response strategies and coordinating communication activities during emergency situations.
- Developed, executed and manage successful social media strategies and campaigns, resulting in an uptick of engagement aligned with organizational priorities.

Event Coordinator / PR Specialist - MMEGAA Events LLC

Baton Rouge, Louisiana

2018-Present \$25/HR

- Played a key role in crafting and implementing strategic communications initiatives to support organizational objectives and enhance public perception.
- Effectively managed media relations, securing positive media coverage and responding to media inquiries in a timely and accurate manner.
- Developed and executed stakeholder engagement programs, fostering productive relationships with government officials, industry representatives, and community leaders.
- Provided guidance and support to cross-functional teams, ensuring consistent messaging and alignment with organizational goals.

- Conducted comprehensive analysis of proposed legislation, developed strategic recommendations, and advocated for desired policy positions.
- Developed, executed and manage successful social media strategies and campaigns, resulting in an uptick of engagement aligned with organizational priorities.

Public Affairs Specialist/Artist Manager - MAC Music Management

San Francisco, CA

2010-2021 \$5000/Month

- Assisted in the development and execution of communication strategies to promote client initiatives and enhance brand visibility.
- Developed, executed and manage successful social media strategies and campaigns, resulting in an uptick of engagement aligned with organizational priorities.
- Coordinated stakeholder engagement activities, including organizing public meetings, community forums, and industry conferences.
- Conducted research and analysis on marketing and social media trends, providing recommendations and supporting the development of client's brand.
- Monitored music trend activities, tracking billboards/charts, and regulations relevant to client objectives.
- Assisted in crisis communication efforts, preparing communication materials, and supporting media relations activities during emergencies.

Education:

Communication | Santa Clara University | Santa Clara, CA, USA | 2009-2012

Public Relations | Tulane University | New Orleans, LA, USA | 2023-Present

Professional Affiliations:

- Member, Public Relations Student Society of America

Volunteer Activities:

- Video Director, Crossroads Church
- Camera Operator, Crossroads Church
- Prison Ministry, InnerFaith Prison Ministries

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JAMES J. DORÉ

English Gardens Pkwy. | Lafayette, LA 70503

RESUME

STRATEGIC VISION — TURNAROUND & GROWTH — MANAGEMENT DEVELOPMENT

Training and developing leaders in any organization.

Knowledgeable leader offering a proven history directing national and global operations and formulating robust strategies through developing managers and leaders. Excels at reinvigorating productivity through people, developing teamwork, valuing individual contribution, and inspiring employee ownership and commitment. Grew with a small company into a billion dollar plus worldwide construction company.

Key Highlights include:

Candidate for Louisiana State Representative – 2019

Lafayette, Louisiana Consolidated Government / Transition Chair for Mayor-President Josh Guillory – 2020

Lafayette Convention and Visitor Center Commission Chair 2023

CORE COMPETENCIES

- | | | |
|-------------------------------|--------------------------|-----------------------|
| ✓ Vision & Strategy Alignment | ✓ Corporate Culture | ✓ Team Development |
| ✓ Operational Oversight | ✓ Continuous Improvement | ✓ Project Management |
| ✓ Global Market Expansion | ✓ Procedure Development | ✓ Negotiation |
| ✓ Turnaround Strategy | ✓ Operational Safety | ✓ Executive Influence |

BEYOND LEADERSHIP PROGRAM

2022 - PRESENT

PEER ADVISORY BOARD

CHAIR

Leading conversation with executives to enhance their leadership and problem-solving skills. A safe space for leaders to share issues in a confidential setting. The group works collectively with the executive to offer discussion and deep dive questions for them to make sound thought based business decisions. A monthly one-to-one is held with each leader to offer more personal coaching.

VISTAGE WORLDWIDE INC.

2016 - 2021

PEER ADVISORY BOARD

CHAIR

James J. Doré is a Vistage Worldwide Chair and CEO of Beyond Consulting L.L.C. He is enthusiastic about sharing his knowledge with fellow CEOs for them to become exceptional leaders and develop skills needed for personal and professional growth. His peer-to-peer approach is a proven method of learning. He facilitates meetings with CEO groups and conducts personal and executive coaching sessions.

UNIVERSITY OF LOUISIANA AT LAFAYETTE

2016 - 2017

INSTRUCTOR

ADJUNCT PROFESSOR

Teaching the art of management to upper division students. Focus is on Management: Organization and Behavior. Specific modules addressed, The Theory of Management, Strategy, Decision Making, Human Resources, Global Management, and other key functions of management.

CHIEF EXECUTIVE OFFICER

Transitioned a \$11M company with thirty-five employees from a sole proprietorship to a formal organization, developing engineering, contracts and administration, operations, and business development. Turned around organizational chaos and re-organized the company, created a vision and strategic plan, established policies, procedures, and a safety program.

- Conducted detailed analysis of personnel files and collaborated with holding company to select management team.
- Created processes and procedures needed for structural discipline.
- Provided comprehensive training and mentorship program to transform a young team of professionals with limited management experience into high performers.
- Established a highly effective roadmap to reenergize company and productivity and created a culture of partnership and collaboration to imbue employees with a keen sense of ownership and commitment, driving the changes necessary for success.
- Drove expansion into new markets, including inland, offshore, and new geographical regions, utilizing astute business acumen, market analysis and tactical strategic planning to identify and capitalize on opportunities.

GLOBAL INDUSTRIES 1978 – 2011**SENIOR VICE PRESIDENT – NORTH AMERICA & GULF OF MEXICO (JAN 2009 – MAR 2011)**

Played a key leadership role defining strategy and holding P&L responsibility for \$300M domestic construction, diving and subsea divisions comprised of 1,100 employees. Steered business through a challenging market implementing devising strategic initiatives that produced positive financial results.

- Effectively led turnaround effort in consolidating and cost strategies leading to profitability for the first time in 5 years.
- Created and refined robust operational, safety, project management and HR policies and procedures to support efficiency and cost effectiveness.
- Achieved national recognition for the division; awarded National Ocean Industries, Safety Award.

SENIOR VICE PRESIDENT – MIDDLE EAST (2007 – 2008)

Steered all company activity such as diving and construction throughout the Middle East with over 1,300 staff. Led business development, conducting detailed research and market analysis to identify opportunities, and built strong C-Level relationships with local industries, leveraging expertise in negotiation and industrial knowledge to successfully negotiate multi-million-dollar contracts.

- Directed project management of complex projects, from initial scoping through to completion, formulating clear timelines, implanting comprehensive tracking systems, and efficiently managing budgets.
- Conceived and established an ROV division that included purchase of new ROVs and hiring of entire operating staff.
- Served as sponsor to 9-member Strategic Initiates Group comprised of high potential employees trained and mentored to ensure company has an effective management team and succession plans.
- Negotiated \$240M Saudi Aramco contract AND \$135M contract with Kuwait Joint Operations (KJO).
- Oversaw the construction of Global's chartered subsea intervention vessel *Olympic Challenger*.

SENIOR VICE PRESIDENT – EASTERN HEMISPHERE (2005 – 2007)

Led the largest geographic region, extending across Asia Pacific, India, Middle East and Mediterranean and including responsibility for diving and offshore construction fleet for this \$500M company with 1,500 staff.

- Oversaw all operations pertaining to diving and offshore construction divisions and marine vessels, defining and guiding procedural policies with focus on safety.
- Successfully secured multiple long-term contracts significantly expanding business within the region.
- Led project management of the company's first pipeline construction project in the South China Sea for China National Offshore Oil Company (CNOOC) and completed the company's first installation contract in Qatar.

PRESIDENT - GLOBAL DIVERS & MARINE CONTRACTORS (2000 – 2004)

Held P&L responsibility for worldwide diving and marine assets for a \$300M firm with 1,200 employees, creating and executing well defined strategy that successfully defined Global as a leader of innovation, technology and safety and enabled expansion into India, Indonesia, Brunei, China, Malaysia, Qatar, UAE, and Saudi Arabia.

- Proactively researched market needs to identify potential business development and market expansion opportunities, along with formulating tactical strategies and initiatives that successfully established fresh marketing channels.

Vice President – Diving & Special Services Gulf of Mexico (1997 – 2000)

Led multiple divisions including Diving, Pipeline, Lift boats (including first new builds for Deepwater) and trucking for this \$225M organization with 1,000 personnel.

Vice President – U.S. Gulf of Mexico Marine Division (1994 – 1997)

JAMES DORÉ | gem62554@aol.com | 337-519-7070

Vice President – Business Development (1993 – 1994)

Manager – Diving Estimating & Contracts (1992 – 1993)

Operations Manager – Diving (1989 – 1992)

Business Development (1978 – 1989)

EDUCATION & PROFESSIONAL CERTIFICATIONS

Master of Business Administration, University of Louisiana at Lafayette

Leadership Training Program, JWM

Strategic Marketing Management, Harvard Business School, Boston, MA

The Management Program, Rice University, Houston, TX

Certified Coach Practitioner, Certified Coaches Federation

John Maxwell Speaker, Trainer & Coach, Certified

AFFILIATIONS & MEMBERSHIPS

Chair Lafayette Convention & Visitor Center Commission
2023

Louisiana Gulf Coast Oil Exposition

Served as Board of Directors & Executive Committees

Served Lafayette International Center Foundation

Board of Directors

Leukemia & Lymphoma Society

Leadership Council

Chair – Student of the Year Campaign

Association of Diving Contractors International (ADCI)

Two terms as President 2000-2001

Offshore Marine Service Association (OMSA)

Three terms on Board of Directors, 1997 – 2000

Kiwanis Club of Lafayette, LA

Knights of Columbus - St. Basil

Board President of HOA

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JESSICA LEGER

[linkedin.com/in/jessica-leger-ph-d-239955196](https://www.linkedin.com/in/jessica-leger-ph-d-239955196)

EDUCATION

Louisiana State University

Ph.D., Educational Leadership – Higher Education Concentration (2010)

University of Louisiana at Lafayette

M.Ed., Education Administration and Supervision (2006)

Teacher Certification Requirements (2005)

Non-Master's Alternate Teacher Certification Program (2005)

Bachelor of Science, Marketing (2003)

PROFESSIONAL EXPERIENCE

Deputy Director of Athletics/Senior Woman Administrator

2016-Present

University of Louisiana at Lafayette

Interim Director of Athletics

November 2016 – March 2017

University of Louisiana at Lafayette

Current Duties:

- Serve as one of four members on Director of Athletics' Executive Leadership Team
- Oversee Sport Program Administrator Program and serve as direct sport program administrator for Softball and Men's Golf
- Oversee sport program administrators for Volleyball, Men's Tennis, Women's Tennis, Track and Field, and Cross Country
- Create monthly Athletics Operations Reports for the President to strengthen institutional/Presidential control
- Supervise and manage 41 staff members with a total operating budget of \$12M for the following units: Compliance, Academics, Sports Medicine, Athletic Performance (Olympic and Football Strength and Conditioning), Nutrition, Geaux Lead (student-athlete total success program), administrative assistants;
- Started and developed the first nutrition department in Athletics with a \$1.5M budget
- Oversaw completion of a \$14M renovation of the baseball facility, to include alternative ticket solutions in case project deadlines were not met, and press conferences to inform public
- Serve as liaison to Provost, Vice President for Enrollment Management, Human Resources, Dean of Students, Office for Campus Diversity, Title IX, Office of Sustainability, and the President's Intercollegiate Athletics Committee
- Serve as the Athletics Representative on the University's Strategic Planning Committee
- Served on multiple head coach search committees to include the transition of two football head coaches
- Developed and implemented a three-year strategic plan for Department of Athletics
- Fostered and developed student-athlete leadership skills through oversight of Student-Athlete Advisory Committee and Geaux Lead Program (total development program)
- Serve as Deputy Title IX Coordinator for Athletics
- Serve as Co-Chair to the Student-Athlete Advisory Committee
- Restructured Softball's Centerfield Club (Softball's Sport Interest Group)
- Created and executed the Selection Show Sunday Crawfish Boil Fundraiser to support Softball (2022)
- Secured multiple donations to assist with \$400K+ softball scoreboard fundraiser and other facility needs
- Serve as lead fundraiser for softball fence campaign
- Organized, managed, and executed donor engagement at Bowl games

JESSICA LEGER

Associate Director of Athletics for Compliance and Academics/Senior Woman Administrator 2012-2016 University of Louisiana at Lafayette

- Served as a member of the Senior Leadership Team
- Managed day-to-day operations of three Varsity sports: Softball, Women's Soccer, Volleyball
- Managed and mentored two Assistant Directors of Athletics to achieve department goals
- Developed and implemented strategic and financial plans for departmental units
- Represented University throughout major infractions case including the hearing before the NCAA Committee on Infractions
- Served as Deputy Title IX Coordinator for Athletics
- Served as Co-Chair to the Student-Athlete Advisory Committee
- Served as liaison to President's Intercollegiate Athletics Committee
- Solicited and secured gifts to offset football Bowl expenses for five Bowl games

Assistant Director of Athletics for Compliance 2007-2012 University of Louisiana at Lafayette

- Expanded compliance department, creating one additional full-time position along with two graduate assistant positions
- Provided compliance support and interpretations to 12 Head Coaches and 100+ staff members

University Instructor 2011-Present University of Louisiana at Lafayette

- Created syllabus and course programming to teach freshmen student-athletes how to successfully transition to college while understanding the dynamics of collegiate athletics

Graduate Assistant, Compliance 2005-2006 University of Louisiana at Lafayette

- Assisted with rules education programming for 16 DI athletic teams

Teacher, 3rd Grade 2003-2005 Sugarland Elementary School, New Iberia, LA

- Improved test scores over a two-year period for third grade students attending a high-risk elementary school

NATIONAL, CONFERENCE, AND UNIVERSITY COMMITTEE APPOINTMENTS

- Selected as Sun Belt Conference SWA Committee Chair 2014-2017, 2022-2025
- Serve as Sun Belt Conference SWA Liaison to Men's Golf Head Coaches' Committee 2021-Present
- Selected as member for the University of Louisiana's Strategic Planning Committee 2021 - Present
- Selected by Sun Belt Conference and NCAA to serve on NCAA Division I Softball Committee 2022-2025
- Served as dissertation committee member for Ph.D. student, University of New Orleans 2019-2022
- Served as Institution's NCAA Voting Delegate during monumental vote 2018
- Appointed as member to UL Lafayette Council for the Accreditation of Educator Preparation Advisory Committee 2016-Present
- Selected by Sun Belt Conference and NCAA to serve on NCAA Awards, Benefits, Expenses, and Financial Aid Committee 2013-2014

PRESENTATIONS

- Moderated "Lessons in Leadership: Team Building and Breaking Barriers," March 2021

JESSICA LEGER

- University of Louisiana Our Futures Conference featuring NBA Coach, Teresa Weatherspoon
- Moderated University of Louisiana System Book Club Discussion October 2020
 - Discussed *Why are all the Black Kids Sitting Together in the Cafeteria?*
 - Introduced and questioned author, Dr. Beverly Daniel Tatum
- “Good to Great: Characteristics of Successful Women Leaders,” March 2020
University of Louisiana at Lafayette, Women’s Conference
- “Moving the Needle: Creating the Most Educated Society in Louisiana’s History,” January 2020
University of Louisiana Our Futures Conference
- “Lessons Learned – New Enforcement Structure,” NAAC Convention June 2016

HONORS

- University of Louisiana System Management and Leadership Institute Participant 2019-2020
- Advised Student-Athlete Advisory Committee; won 1st place award for community service participation in the Sun Belt Conference 2020-21, 2021-22
- Selected to attend LEAD1 Executive Training Institute 2017
- Selected to attend NACDA Senior Administrators Mentoring Institute 2016, 2022
- Student-athlete on the Ragin’ Cajuns Softball Team 2000-2001

COMMUNITY OUTREACH

- Leadership Lafayette Class of XXXVI Member 2023
- Creator and Director of Ragin’ Cajuns Partnership with LIFE Program 2021-22
(Learning is for everyone), Conducted monthly events in partnership with LIFE students and student-athletes
- Volunteer Coach for Recreational Basketball Team (Boys 8U) 2020-21, 2021-22
- Volunteer Coach for Biddy Basketball Team (Girls 10U) 2021-22
- Volunteer Coach for Recreational Volleyball Team (10U) 2020-21, 2021-22
- Volunteer Coach for Louisiana Slam Select Softball Team (6U, 8U, 10U) 2018-Present
- Creator and Director of Cajun Christmas Experience 2016
Event offered to children in the community to visit athletics facilities, engage with student-athletes, and participate in a variety of Christmas activities
- Directed a shoe collection drive to support Soles 4 Soles 2016
- Participant with my entire class for the University’s Big Event 2015
Dedicated the day to beautifying a public park
- Creator and Director of Ragin’ Cajuns Student-Athletes Christmas 2013 - Present
- Habitat for Humanity, Volunteer for 2 houses March, June 2012
- Creator and Coordinator of “Cajuns Fingerprints” 2008-2011
Event in which children in the local community had the ability to get fingerprinted by the Lafayette Parish Sherriff’s Office
- Creator and Director of “Reading in Red” 2009-2016
Event in which student-athletes traveled throughout Acadiana promoting literacy
By reading to elementary school students
- Boys and Girls Club of Acadiana Partnership 2011
Visited various clubs in the Acadiana area with student-athletes from all sports to engage with the children through sports, tutoring, and conversation
- American Heart Association Heart Walk Participant 2011-2014
- Fundraising Coordinator for the Athletic Department, 2007-2014
American Heart Association Heart Walk

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ALEXANDRIA SARP

SUMMARY

External affairs professional with extensive experience in government, politics, special events, communications, and digital strategy.

PROFESSIONAL BACKGROUND

Freeman, Lafayette, LA, 2023 – present

- *Client Solutions Manager*. Produce large scale corporate events with upwards of 18,000 attendees. Travel and scout locations for events across the U.S., working with venue managers and county officials to ensure compliance with ordinances and codes. Brainstorm with client on creative vision to elevate their brand and achieve revenue goals throughout the event.

Ace Specialties, Lafayette, LA, 2021 – 2021

- *Senior Advisor, Marketing*. Supported business development, communications, and events, facilitating over \$500,000 in sales within six months. Advised campaigns on fundraising strategy.

Department of Homeland Security, Washington, DC, 2020 – 2021

- *Special Assistant to the Assistant Secretary*. Supported the Assistant Secretary of the Office of Partnership and Engagement (OPE) in outreach to state, local, tribal and territorial governments, state and local law enforcement, private sector, and academic institutions. Drafted press releases and briefing memos in support of the DHS Secretary. Coordinated engagements with stakeholders related to matters of domestic security. Assisted with the establishment of the Faith-Based Security Advisory Council. Facilitated processing of Customs and Border Protection waivers for foreign travelers during COVID-19 restrictions.

Office of the Vice President, Michael R. Pence, Washington, DC, 2017 – 2019

- *Press Advance*. Traveled on an as-needed volunteer basis to assist with events and press logistics for the Vice President. Coordinated with law enforcement, media, and vendors for official visits.

Republican National Committee, Washington, DC, 2014 – 2020

- *Director of Digital Operations*, 2018 – 2020. Supervised digital operations team. Oversaw department internship and constituent engagement program. Reconciled daily donation reports for compliance with the Federal Election Commission. Coordinated all RNC and Presidential campaign contests and promotion logistics.
- *Membership Coordinator*, 2015 – 2018. Served as Deputy Director and spokesperson for store operations at GOP national convention. Implemented merchandise fundraising strategy for the RNC and Presidential campaign, including e-commerce, inventory planning, fulfillment, and pop-up store logistics. Employed digital marketing techniques through email copy writing and social media. Oversaw donor relations and managed Salesforce CRM.

EDUCATION

Marymount University, Arlington, VA

- Master of Arts, Forensic and Legal Psychology, 2018

Texas State University, San Marcos, TX

- Bachelor of Arts, Political Science, 2012

COMMUNITY

Junior League of Lafayette, Lafayette, LA

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