

BOBBY ALLEN ROACH

Strategic Media & Communications Leader Elevating Content, Engagement, & Brand Impact

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📍 Danville, Virginia

PROFESSIONAL EXPERIENCE

EDITOR

STAR-TRIBUNE

06/2023 - present

- Crafted and refined engaging copy, designed visually compelling newspaper pages, and delivered press-ready artwork for the weekly newspaper and monthly magazine, Discover Southside.
- Directed the production of the weekly newspaper, monthly magazine, and special publications, ensuring timely and high-quality output.
- Led a team of 2 full-time and 10 part-time employees, optimizing workflows and boosting productivity.
- Developed and implemented innovative digital content strategies, seamlessly integrating web content with social media to enhance audience engagement and reach.
- Managed newsroom operations and coordinated comprehensive media coverage for community news and events.
- Cultivated and maintained strong relationships with internal and external stakeholders, news sources, and advertisers.

MARKETING COORDINATOR

BROOKLYN FI

09/2022 - 02/2023

- Developed and executed high-impact, outcomes-focused marketing strategies and plans that reinforced the brand and value proposition, driving growth, engagement, retention, and loyalty among institutional and intermediary clients.
- Led and managed a dynamic marketing team, fostering a collaborative environment.
- Implemented cost-saving measures through efficient marketing strategies, creating repeatable and scalable processes.
- Oversaw and optimized the firm's website for brand continuity, enhancing content based on SEO best practices.

PUBLIC RELATIONS & MARKETING SPECIALIST

DANVILLE COMMUNITY COLLEGE

10/2016 - 09/2022

- Acted as the Director of Public Relations and Marketing for two years, leading the department and managing all PR and marketing initiatives.
- Developed and executed strategic written messaging and visual communications across all college channels and platforms, including danville.edu, social media, press releases, and internal communications.
- Coordinated procurement for the Office of Public Relations and Marketing, identifying and integrating new communications tools that enhanced departmental efficiency.
- Produced the annual graduation livestream, ensuring a seamless and professional presentation that garnered over 1,000 views annually and positive feedback from the community.

ASSISTANT EDITOR/REPORTER

STAR-TRIBUNE

08/2015 - 10/2016

- Authored and edited weekly articles for both print and digital platforms, conceptualizing stories, conducting research, interviewing sources, and selecting or capturing accompanying photographs and artwork.
- Ensured compliance with privacy, contempt, and defamation laws, as well as Associated Press writing style, maintaining journalistic integrity and high editorial standards.

PRODUCER/GRAPHIC DESIGNER

SHOWCASE MAGAZINE

01/2013 - 07/2014

- Analyzed design briefs to determine requirements and developed compelling illustrations, logos, and other designs using advanced software tools.
- Ensured final graphics and layouts were visually appealing, on-brand, and met the highest quality standards.

COMMUNICATIONS & PUBLIC RELATIONS ASSOCIATE

INSTITUTE FOR ADVANCED LEARNING & RESEARCH

07/2010 - 06/2012

- Managed and maintained social media pages, enhancing engagement and visibility for institutional initiatives.
- Produced and edited video content to promote initiatives and educate the public about institutional activities.
- Created and distributed press kits for grand openings, ribbon cuttings, and other significant events, ensuring comprehensive media coverage.

PROFESSIONAL SUMMARY

Creative and strategic communications professional with over a decade of experience in editorial management, marketing, and public relations. Proven track record in leading high-performing teams, developing innovative content strategies, and enhancing brand engagement across digital and print platforms. Skilled in crafting compelling narratives, optimizing workflows, and fostering strong stakeholder relationships. Award-winning expertise in graphic design, social media marketing, and executive communications. Adept at leveraging diverse technologies to drive audience growth and retention. Passionate about delivering impactful and timely media coverage.

SELECTED SKILLS

- 📌 Brand Awareness
- 🗣️ Executive Communications Coaching
- 📢 Social Media Content Marketing
- 📷 Photography
- 📝 Writing
- 🎨 Graphic Design

SERVICE LEADERSHIP

- 🏛️ Served on the boards of the Danville Museum of Fine Arts & History and the Little Theatre of Danville
- 🏛️ Elected Vice President of Gretna Merchants Association in 2017

AWARDS

Editor & Publisher Magazine

- 🏆 2025: Tomorrow's News Trailblazers (formerly 25 Under 35)

National Council for Marketing & Public Relations

- 🏆 2022: Gold Medallion, print advertisement; Silver Medallion, computer-generated illustration
- 🏆 2020: District 2 Rising Star Award; Gold Medallion, video shorts – single; Bronze Medallions, excellence in writing and website
- 🏆 2019: Gold, Silver, & Bronze medallions, print advertisement
- 🏆 2018: Silver Medallion, logo design; Bronze Medallion, wild card
- 🏆 2017: Gold Medallion, original photography

Averett University

- 🏆 2012: Communication and Journalism Award

TECHNOLOGIES

- Photoshop
- InDesign
- Illustrator
- Premiere
- Microsoft Office
- Drupal
- WordPress
- HubSpot
- Slack
- Zapier
- Squarespace
- Canva

EDUCATION

Averett University

MASTER OF BUSINESS ADMINISTRATION,
MARKETING SPECIALIZATION

BACHELOR OF ARTS, COMMUNICATION
STUDIES & JOURNALISM