
CAREER PROFILE

Business & Communication Professional with over:

- 17 years of experience in data analysis, communication, marketing, and public relations skills.
- 6 years of developing website content, production of integrated connections to multimedia and social networking.

PROFESSIONAL SKILLS

As a highly motivated self-starter with proven problem solving abilities my areas expertise in non profit management and development.

EDUCATION/CERTIFICATION

- **Candidate for Master's of Public Administration (expected graduation date -Dec. 2017)**
North Carolina Central University, Durham North Carolina
- **Bachelor of Art in Communication May 2000**
Rutgers University, New Brunswick, New Jersey

VOLUNTEER

- **Volunteer –Partnership Education Advancement of Children's Health (PEACH/CC) (2010– 2011)**
- Providing support for the Executive Director in program development and grant writing.

WORK EXPERIENCE

Special Assistant to the President

2016- Present

East Durham Children's Initiative Durham North Carolina

- Special Project Management
- Outreach development and implementation for At Risk Youth Initiative in Durham County
- Develop community relationships around children's health and education pipeline of services in an economically disadvantage community
- Provide support for the Outreach Manager on various programs and referrals
- Provide data quality assurance on the implementation of community intervention and prevention programs

Community Engagement Manager

2013- 2016

East Durham Children's Initiative Durham North Carolina

- Outreach development and implementation for At Risk Youth Initiative in Durham County
- Develop community relationships around children's health and education pipeline of services in an economically disadvantage community
- Implemented appropriate business processes for specific grant project deliverables
- Provide support for the Outreach Manager on various programs and referrals
- Provide data quality assurance on the implementation of summer lunch and summer camp reading lost prevention program

Transit Education Specialist

2012- 2013

DeDreana & Associates /Clean Energy Durham, Durham North Carolina

- Project development and planning to increase awareness of alternative transit options in the triangle.
- Prepare presentations and events to promote transit awareness
- Coordinate data sets and systems to meet grant deliverables
- Networking and outreach in various Triangle neighborhoods on transit and alternative transportation demand
- Determine the appropriate business processes for specific grant project deliverables

• **WORK EXPERIENCE(CONT.)**

Program Manager ***2011-2012***
DeDreana & Associates/Partnership Effort for the Advancement of Children's Health (PEACH) – Durham, North Carolina

- Outreach development and implementation for Healthy Home's Initiative in Durham County
- Develop partnerships with related organizations around lead paint repair, renovation and remediation (RRP)
- North Carolina Department of Children's Environmental Health -Lead Task & Healthy Homes Task Force Representative

Media Analyst /Non Profit Consultant ***2009-Present***
DeDreana & Associates/ ePRn - Durham NC/ Linden NJ

- Analyzing the impact of client media coverage through newspapers, magazines, on-line reviews and various product guides
- Analyzing of media clips published and media hits on-line for a detailed account of product exposure for trends and development
- Assisting in preparing data files, graphics, presentations, and other relevant documentation for distribution to clients for advisory sessions

National Provider Identifier Project Business Analyst (ITO Service Delivery Consultant) ***2007 – 2008***
EDS a Hewlett-Packard (HP) Company- Raleigh, North Carolina

- Analyzed MMIS business processes to develop customized solutions, reduce costs, and improve performance within a given budget
- Prepared Software Lifecycle SLC documentation, incorporating work process models for new, proposed and modified business functions and processes. Strategizes project scoping and specifications documents, to clearly communicate the project roadmap
- Created quantitative and statistical business models by using MS Excels data analysis program, solver function, statistical and financial functions
- Interpreted and transform data models, business use case diagrams, and data needs into testing deliverables.
- Determined the appropriate business process analysis technique to utilize when performing detailed analysis of specific project capabilities, conditions, and constraints

Travel Representative (Trainer) ***2005 - 2008***
EDS a Hewlett-Packard (HP) Company- Raleigh, North Carolina

- Organized and conducted Medicaid workshops to the provider community
- Trained newly enrolled providers in Medicaid billing
- Delivered presentations at association meetings, conferences and conventions
- Marketed and conducted training on North Carolina Electronic Claims Submission (N.C. Medicaid billing system)
- Verified and investigated circumstances surrounding Medicaid claims to determine validity of claim errors
- Monitored within a team, the daily operations of over 40 call center team members who assisted North Carolina Medicaid providers with resolving claims issues
- Writing and developing plans and materials for internal employee training
- Coordinated new hire training for claims analyst in claims processing call center
- Ensured as manager support that the Medicaid call centered operated in compliance of service level agreements
- Streamlined team processes on various in quality control, human resources, and communication management
- All Provider Services Research Analyst duties below

COMMUNITY/POLITICAL EXPERIENCE

A lifelong advocate for civil rights and justice,

DeDreana has strong skills in strategic planning, data analysis, and communication.

DeDreana currently holds leadership roles within various organizations such as:

- ✓ Durham Democratic Party - Precinct #17- Chair
- ✓ Diocese of North Carolina – Racial Justice and Reconciliation Committee Member
- ✓ Durham City & County Planning Commission – Commissioner
- ✓ Episcopalians United Against Racism – Co-Founder/Core Team Leader
- ✓ Inter-Neighborhood Council of Durham – President
- ✓ North East Central Durham Leadership Council - Chair
- ✓ Transportation Advisory Board (ACCESS) - Chair

DeDreana has also served as a member in various community organizations, which include:

- ✓ Affordable Housing and Transit Coalition
- ✓ Citizens Capital Improvement Plan
- ✓ Durham Congregations Associations, and Neighborhoods (CAN)
- ✓ Durham Committee on the Affairs of Black People (DCABP)
- ✓ Durham People's Alliance – Former Board Member
- ✓ Durham Together for Resilience Youth (TRY)
- ✓ North Carolina Division of Public Health (NCPH)- Durham County Health Department – Healthy Families Durham - Obesity & Chronic Illness (OCI)
- ✓ Organizing Against Racism, Durham - Organizer
- ✓ Partners Against Crime District 1 (PAC1)