

# Carla Jean Whitley, APR

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## SUMMARY

Strategic communications professional specializing in external communications, media relations and teaching after a 13-year journalism career

## EXPERIENCE

### COMMUNICATIONS MANAGER

Brasfield & Gorrie | Birmingham, Alabama | 2018-Present

- Develop, implement and evaluate external communications campaigns to support company's strategic growth areas
- Build relationships with key media contacts, resulting in publication in [New York Times](#), [ENR Southeast](#) and others
- Counsel teams on crisis communications, including holding statements, coaching for media inquiries and monitoring media coverage
- Manage assistant communications coordinator, whose duties include external communication support and internal company podcast
- Hired as communications coordinator; promoted to senior communications coordinator in 2020, to communications manager in 2022

### TEACHER

Various Institutions | 2012-Present

- Develop curriculum and teach undergraduate and graduate journalism courses at the University of Alabama and Samford University
- Develop and teach yoga lesson plans for vinyasa and restorative classes, safely accounting for different levels of knowledge

### FREELANCE WRITER AND EDITOR

Various Publications | 2004-Present

- Author of "[Birmingham Beer](#)," "[Balancing Act: Yoga Essays](#)" and "[Muscle Shoals Sound Studio](#)"
- Magazine clients include [BookPage](#), [Lonely Planet](#), [Tailgater Magazine](#), [Paste magazine](#), [Portico Mountain Brook](#), others
- Panelist on Alabama Public Radio podcast [Lights, Bama, Action](#)
- Line and copy edited books by authors [Amy Bickers](#), [Tara Leigh Cobble](#) and [Melissa Scott](#); copy edited books by Crane Hill Publishers

### FEATURES EDITOR

Glenwood Springs Post Independent | Glenwood Springs, Colorado | 2017-2018

- Served as newsroom second-in-command, leading meetings and coaching reporters, and managed two employees
- Used digital media, including [timelines](#), [audio](#) and [video](#), to take stories from the page to screen
- Redesigned and created content strategy for [summer magazine](#); designed and edited annual [cycling guide](#); led features redesign
- Obtained [Solutions Journalism Network](#) grant to fund a series of articles about [affordable housing for people in creative fields](#)

### FEATURES REPORTER

AL.com | Birmingham, Alabama | 2015-2016

- Co-hosted, produced and edited the cultural podcast [Triple Take](#)
- Led online book club and news coverage for Harper Lee's "Go Set A Watchman," resulting in more than 500,000 page views
- Served as newsroom representative to preserve editorial integrity in planning revenue events around content

### MANAGING EDITOR

Birmingham magazine | Birmingham, Alabama | 2006- 2015

- Planned, assigned and edited editorial content with a budget of about \$30,000 annually, hired and managed writers and interns
- Oversaw production and determined page count based on content and revenue
- Won a [City and Regional Magazine Association redesign award](#); finalist in general excellence and feature design
- Hired as associate editor; promoted to managing editor in July 2009

### PART-TIME REPORTER

The Birmingham News | Birmingham, Alabama | 2006

- Reported government and community activity in four municipalities

### LIFESTYLE EDITOR

The Cullman Times | Cullman, Alabama | 2005-2006

- Wrote, designed and edited columnists for twice-weekly feature sections, a weekly religion page and special sections

### REPORTER, COPY EDITOR, DESIGNER

The Tuscaloosa News | Tuscaloosa, Alabama | 2005

- Designed local news and features, selected wire stories and edited local copy for style
- Hired on a full-time, temporary basis to cover health, religion and breaking news

## EDUCATION

MASTER OF ARTS, JOURNALISM | University of Alabama, Tuscaloosa, Alabama

2004

BACHELOR OF SCIENCE, COMMUNICATION STUDIES | Florida State University, Tallahassee, Florida

2002

## CERTIFICATIONS

ACCREDITED IN PUBLIC RELATIONS | Universal Accreditation Board

2021

CERTIFIED YOGA INSTRUCTOR | Sacred Glow Yoga

2014