

# MARCUS D. SANDERS

TRANSLATING VISION INTO STRONG BRAND MESSAGING

Clear Ideation • Strategic Planning • Precise Execution

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## Accomplished Public Relations Leader

*Repeated success and achievement, driving digital engagement through bold, innovative solutions.*

*Galvanizing teams to embrace a singular vision and oneness of purpose.*

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Creative and community-oriented Public Relations Director with significant experience and success fostering positive relationships between organizations, the public, and media. Highly skilled at leading creative teams, multimedia divisions, and corporate communications departments. Recognized for shedding the status quo and embracing fresh, alternative thinking to address complex branding problems. Expert in the technical, conceptual, and content development of sales-driving collateral. Strong communication skills and confident presentation abilities to deliver promotional campaigns, media addresses, and reports to executive management. Profound understanding of the importance of good publicity, reputation management, and timely response to PR inquiries in the development and success of an organization. Expert writing abilities with thorough attention to detail, proper formatting, and concise delivery of interesting facts. Committed to providing organizations with positive interactions with the media to maintain reputation, strengthen consumer loyalty, and establish credibility.

### Areas of Expertise

Corporate Communications | Marketing Strategies & Campaigns | Focus Group & Market Research | Public & Media Relations | Strategic Messaging | Relationship Management | Crisis Communication | Social Media Campaigns | Budget Management | Event Planning | Documentation & Reporting | Brand Management | Community Outreach | Customer Service | Communication & Interpersonal Skills | Negotiation | Creative Thinking | Leadership & Management

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## PROFESSIONAL EXPERIENCE

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### Business Relations Coordinator

The State of Alaska, Department of Labor, Workforce Development, Division of Vocational Rehabilitation

- Encourage a cooperative climate with other neighborhood and community organizations.
- Develop and implement advertising and promotional elements contained in the marketing plans.
- Plan and assist in the coordination of special events and promotions.
- Build and maintain database records
- Communicate with executives on any matters of concern within the community.
- Provide support and maintain high-quality customer service while develops a strong network and relationship with the community.
- Establish and implement corporate strategies while collaborating with executives.
- Identify and mitigate internal and external barriers to success.
- Develop strategic relationships with other companies, tribes, organizations, partners, and people.

### Head Safety & Security Officer

Anchorage School District – Anchorage, AK

- Paid attention to detail while patrolling and monitoring hallways, stairwells, restrooms, outside facilities, and other public and unsupervised places at Wendler Middle School to ensure the safety and well-being of students and staff.
- Acted as a supervisor in the absence of principal and assistant principal.
- Conducted thorough investigations regarding drug dealing, substance abuse, theft, physical altercations, suicide prevention, self-harm, sexual harassment, and sexual assault cases.
- Interviewed witnesses, compiled information, and wrote reports on findings.
- Promptly notified building administration, police, and/or appropriate personnel of all emergencies, potentially dangerous, or unusual situations.
- Reported discipline infractions, unauthorized visitors, and acts of vandalism to the principal.
- Coached students on life skills, social skills, and self-esteem.
- Remained calm while removing disruptive students from classes when needed.

- Ensured smooth traffic flow of students through the hallways, assisting students with on-time arrival to class and assigned locations.

### **Teaching Assistant, Special Education**

Anchorage School District – Anchorage, AK

- Provided special education services and support for individual students/small groups at Whaley School.
- Assisted students in practice exercises, listened to pupils read, prepared class materials, and checked tests.
- Supervised and monitored pupils on the school grounds.

### **Mental Health Specialist II**

North Star Behavioral Health System – Anchorage, AK

- Provided direct care to adolescent patients with behavioral and psychiatric disorders by ensuring their safety and well-being.
- Led and supervised 5 mental health specialists.
- Identified patient problems, needs, and strengths; observed and accessed patient behavior for changes that required immediate intervention and took appropriate action.
- Strictly adhered to guidelines for patients on special status, i.e., suicide, sexual, assaultive behavior, or AWOL precautions, and carried out designated interventions.
- Engaged with patients and families in a manner that projected empathy, helpfulness, and desire to positively impact patients' treatment.
- Completed relevant flow sheets and other medical records accurately and promptly.

**1LT Chaplain** | Army National Guard

**Individual Support Specialist** | Hope Community Resources – Anchorage, AK

**Direct Support Professional** | ARC of Anchorage – Anchorage, AK

**Life Coach** | Assets, Inc. – Anchorage, AK

**Security Officer** | Bering Straits Native Corp. – Anchorage, AK

## **EDUCATION**

**Joint Master Program M/DIV/MBA** | Wayland Baptist University – Anchorage, AK

**Bachelor's Degree in Christian Ministry, Minor in Human Services** | Wayland Baptist University – Anchorage, AK

## **TRAINING**

- Alaska Police & Fire Chaplains Ministries Training
- Suicide Prevention - Mar 2016
- Law Enforcement Family, Officer Death & Injury, and Sensitivity & Diversity - Mar 2016
- Ethics and Spiritual Side of PTSD - Mar 2016
- Intro to Law Enforcement Chaplaincy, Death Notification, Stress Management, Confidentiality & Legal Liability, Responding to a Crisis, and Substance Abuse – Nov 2015
- Clinical Pastoral Education, Providence Alaska Medical Center - Aug 2014
- Alaska Military Youth Academy, Dare Mighty Things World View Training Course: Reclaiming Youth-At-Risk Through Mentoring - Mar 2007

## **COMMUNITY SERVICE**

- Army National Guard First Lieut. Chaplain, Present
- Alaska State Defense Force, Chaplain (2LT)
- Rogers Park Community Council, Member, 2016-Present
- Alaska Police & Fire Chaplain Ministries, Volunteer Chaplain, 2014-2016
- Chaplain, Department of Corrections
- Bridge Builders, Member, Board of Directors
- Recently appointed to the statewide suicide prevention council (clergy seat )
- Served on the Human Rights Commission Board (vice-Chair)
- Recently elected to the Nine Star Education Employment Service Board of Directors