



# CHARLIE CRENSHAW IV

## Strategic Communications Leader

### CONTACT

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### SKILLS

- Strategic Planning & Execution
- Creative Digital Storytelling
- Community & Media Relations
- Crisis Management
- Educational Outreach
- Leadership & Team Building
- Data-Driven Decision Making
- Public Speaking
- Advanced Multimedia

### OTHER ACHIEVEMENTS

- US Army Veteran
- Non Profit Founder
- Congressionally Recognized Published Autor

Seasoned Strategic Communications Professional with extensive experience in crafting and executing advanced communication strategies in the corporate sector and beyond.

### WORK EXPERIENCE

#### AT&T

Senior Communications Manager - 2014 - Present

- Orchestrated a series of strategic communications initiatives benefiting capital revenue generation, bolstered community culture, advanced DEI (Diversity Equity & Inclusion) for organization and contributed to transforming operational efficiency.
- Acted as a spokesperson during corporate communications, effectively representing the company's interests to the public and media.
- Led a team to develop and implement innovative multimedia campaigns that significantly increased brand loyalty and customer engagement across diverse demographics.

#### Callouts and Milestones

- AT&T "Community Impact" & "Dream in Black" Awardee
- AT&T Business Customer Service and Operations Website
- AT&T Business Premium Support Services (APSS) Launch
- AT&T Digital Transformation & Artificial Intelligence Communications
- AT&T "My Voice, My Purpose" Culture Videos
- AT&T C-Suite Executive Presentation Initiatives

### EDUCATION & TRAINING

- Bachelor of Arts in Communications - University of Memphis
- Artificial Intelligence for Business & Marketing Certification
- Adobe Creative Cloud Expert(Photoshop/Premier/Etc.)