

HALEY LACUESTA

www.linkedin.com/in/haley-lacuesta • www.haleylacuesta.com

EDUCATION AND CERTIFICATIONS

University of Georgia, Athens, GA • Bachelor of Arts in Public Relations

Graduation Year (2019)

University of Georgia, Athens, GA • Bachelor of Arts in International Affairs

Graduation Year (2019)

National School Public Relations Association (NSPRA) • School PR New Professionals Certificate

May 2024

EXPERIENCE

Richmond County School System (RCSS), Augusta, GA • Director of Media and Public Relations

(06/2025) - Present

- Lead systemwide communications strategy for a public school system serving 28,000+ students, overseeing crisis communications, media relations, executive messaging, and community engagement.
- Direct communications during high-profile and sensitive incidents, including school safety events, severe weather, and legal matters, ensuring timely, accurate, and transparent messaging.
- Serve as primary media liaison, managing press strategy, proactive storytelling, and districtwide editorial planning.
- Lead and develop a team of communications professionals, establishing standards for messaging, responsiveness, and content quality.
- Led launch of a new website across 54 schools and programs, increasing accessibility score by 25% and achieving ADA compliance.

Richmond County School System (RCSS), Augusta, GA • Communications Coordinator

(04/2023) - (06/2025)

- Led crisis communications as part of the district's severe weather response team during Hurricane Helene, delivering clear, real-time messaging in rapidly evolving conditions.
- Identified and elevated positive stories across 54 schools and programs, strengthening public perception and community engagement.
- Coordinated media interviews and built relationships with local and regional media outlets.
- Supported systemwide communications strategy and execution across digital, media, and internal channels.

Institute for Sustainable Communities, Washington, DC • Digital Communications Manager

(09/2021) - (04/2023)

- Developed and executed digital communications strategies for international programs and the executive office.
- Managed internal communications, including newsletters, staff communications resources, and Slack announcements
- Budgeted and optimized search engine marketing (SEM) campaigns through Google Ads.
- Improved net audience growth across Twitter, Facebook, Instagram, YouTube, and LinkedIn by over 40% in 2021.

American Chemistry Council, Washington, DC • Coordinator, Plastics Sustainability
(05/2020) - (08/2021)

- Developed digital strategy for two national outreach campaigns: the Wrap Recycling Action Program (WRAP) and the Advanced Recycling Association for Plastics (ARAP)
- Drafted press releases on state legislation announcements.
- Provided promotional content and event support for webinars, conferences, and other speaking events.

Georgia Beverage Association, Atlanta, GA • Legislative Assistant
(01/2020) - (05/2020)

- Worked on events for lawmakers at the Georgia State Capitol.
- Maintained high relationships with state legislators during the legislative session.
- Monitored and reported on legislation.

American Chemistry Council, Washington, DC • Digital Communications Intern
(06/2019) - (08/2019)

- Increased Facebook followers & engagement for a national campaign by over 20% throughout the summer
- Provided technical assistance in creating a collaborative management system on Google Drive for 100 companies & over 300 data files.

SKILLS AND PROGRAMS

- Exceptional communication and interpersonal skills.
- Experience working with Microsoft Teams, Slack, Google Meet, and other project management tools.
- Experienced in crisis management.
- Skilled copywriter for web, social media, special publications, and news articles.
- Proficiency in AP Style writing.
- Design skills in Adobe Illustrator, InDesign, Photoshop and Canva.
- Media monitoring and reporting.
- Social media management and reporting across platforms.