

L. Denise Wells

SUMMARY OF QUALIFICATIONS

Over 25 years of progressive experience in providing visionary leadership to organizations | Ability to lead, inspire, motivate, and supervise diverse employees | Adept at conducting assessments of programs, services and student satisfaction and interpreting data to improve effectiveness and efficiency | Experience in working with budgets comprised of state dollars, generated revenue, fees and donations | Knowledgeable of the operation and management of facilities | Experience in serving as the representative and spokesperson for agencies, organizations and community affiliates | Ability to work and build consensus with various constituents from across organizations and surrounding communities | Ability to identify and solve complex issues and problems in a timely fashion

EDUCATION

M.A.Ed., Instructional Technology, 2012 (Summa Cum Laude)
Central Michigan University, Lansing, Michigan

B.A., English, 1996
University of Georgia, Athens, Georgia

PROFESSIONAL EXPERIENCE

DFCS Office of Family Independence Senior Communications and PR Manager

2017 – Present

A mid-size, regional, public human service agency with approximately 9,000 employees in Atlanta, Georgia.

- Serve as the Chief Communications Officer and as a key member of the agency's leadership team, reporting directly to the Chief Deputy Division Director. Provide guidance in communications, marketing and public relations guidance to the Office of Family Independence (OFI). Responsible for leading efforts to promote agency information and expectations; increase collaboration with other departments; and to foster a sense of community within OFI. Direct media planning efforts and placement to include internet, print, TV, radio and outdoor promotions while representing the division on numerous committees, projects and task forces. Serve as departmental representative and spokesperson to various community organizations and committees and ensure the delivery of communicative projects to create a positive constituent experience that enhances the personal development, well-being, and success of staff in 159 counties throughout the state of Georgia.
- Handle agency Limited English Proficiency and Sensory Impaired communications and act as the liaison for the Center for Pan Asian Community Services (CPACS), Latin American Association (LAA) and other community groups throughout Georgia. Host annual press conferences, idea sharing, policy clarification and document translation in an ongoing

advocacy effort for these and other members of local and global communities.

- **Selected Accomplishments:**
 - Instituted statewide re-branding effort
 - Increased the profile of the agency via the use of social media platforms
 - Instituted Mentorship Matters podcast for Leadership Team members
 - Provided direction for the launch of annual agency campaigns

DFCS Office of Family Independence
Senior Professional Development Coordinator
2006 –2017

- Provided management and leadership in the development, implementation and ongoing enhancement of departmental goals, strategic plans, procedure development and revision, and resource allocation. Reviewed Human Services policy and translated it into curriculum for synchronous and asynchronous instruction. Coordinated division wide assessments, and professional staff development. Conducted welfare checks on distressed trainees; met with students to help them address personal, social, academic problems, and issues. Implemented established onboarding and orientation protocol for new, veteran and supervisor employee training. Coordinated staff selection for training and leadership retreats.
- **Selected Accomplishments:**
 - Reorganized online policy training to align with education best practices
 - Instituted statewide assessment practices

Atlanta Public Library
Instructor (Part-Time)
2003–2008

A large public, comprehensive, library system with 34 branches and approximately 626,650 members located in Atlanta, Georgia.

- Provided programming instruction that involved interactive – multimedia instructional technologies for Atlanta and Fulton County library patrons. Planned, implemented and organized a wide range of software training activities – including workshops, retreats, seminars and summits for library patrons and staff. Developed core curriculum for weekly courses on targeted skillset identified through needs assessment. Created learning opportunities designed to monitor simulations or problem-solving scenarios and conducted presentations geared toward enabling students to successfully complete skills competency exams. Fostered meaningful partnerships with industry professionals, staff and the local community for the betterment of institution.

CDC
Budget and Program Analyst
2003 –2006

A mid-size public health and research agency with approximately 10,899 employees located in Atlanta, Georgia.

- Provided vision, leadership, budgetary direction, administrative supervision and technical assistance in contract, grant, and cooperative agreement budgeting and monitoring – including preparing narrative statistical reports, cash flow analyses and data resource management analyses. Interpreted budget policies and procedures, coordinated efforts with program staff and guaranteed the effective use of Federal program funds available for travel – analyzing

individual and total commitments, forecasting future obligations and identifying potential lapses of appropriations. Assisted in the development and implementation of program plans and objectives for the Tobacco Free Campus Initiative. Ensured that appropriate information was included and that sensitive issues were adequately and appropriately reviewed. Prepared funding documents and served as the department authority on budget and contractual issues, purchase orders, and all subsequent forms of branch and division-wide expenditures. Worked with the Branch Director and Deputy Director to coordinate long-term and short-term budget planning, and to confirm that department spending was on target. Provided consultation about dates, guidelines, regulations and mechanisms for completing program activities.

Mount Vernon

Administrator

1999 – 2003

A small non-profit faith based community organization with approximately 25 employees and over 200 volunteers located in Atlanta, Georgia

- Provided vision, leadership, budgetary direction and administrative supervision to auxiliary heads in planning, implementing, coordinating, interpreting and evaluating goals, policies, programs and budgets for community programs and services. Directed the weekly programs, budget and facilities of the center. Annual budget totaled over \$500 thousand, which was funded through member dollars and generated revenue from annual events and activities. The organization employed a professional support staff of 25 full-time employees and over 200 volunteers.

Atlanta Regional Commission (ARC)

Communications Associate

1996 – 1999

A small regional planning and intergovernmental coordination agency with approximately 200 employees located in Atlanta, Georgia

- Assisted in communicating the overall goals and objectives of the broad ten county region of Georgia. Coordinated monthly meetings of the 39 member ARC Board – comprised of 10 county commissioners, county mayors, city council representatives, 15 private citizens 14 locally elected officials and associates appointed by the Georgia Department of Community Affairs. Prepared invitations and transcribed meeting records of the Board of Commissioners monthly meetings. Handled the distribution of agency messaging to local Atlanta area media outlets.

University of Georgia

Event Coordinator, University Union (Apprenticeship)

1992 – 1994

A large public, comprehensive, four-year, research institution with total enrollment of approximately 35,000 students located in Athens, Georgia.

- Served as the chief planning coordinator for the Committee for Black Cultural Programs (CBCP). Worked in tandem with counterparts in Cinematic Arts, Concerts, Ideas & Issues, Summer Programs and Visual Arts and Entertainment Divisions to determine the entertainment and cultural landscape annually for the university and surrounding community. Contributed to the development and revision of the total Union program. Worked with

designated advisors to negotiate terms and conditions of contracts with various national talent agencies. Delegated responsibilities to student volunteers.

- **Selected Accomplishments:**
 - Created annual 'Day of Soul' Music and Arts Festival
 - Partnered with Cinematic Arts and Concerts to dedicate funding for African American music and film events

Executive Assistant, Multicultural Services and Programs (Work/Study)

1989 – 1992

Maintained confidentiality and exercised discretion regarding student and office information. Performed letter and memo writing, data compilation, transcription, editing, proofreading and other materials preparation duties. Handled scheduling and created the initial records management system.

- **Selected Accomplishments:**
 - Served as student liaison on the Director of Minority Services Search Committee
 - Selected as the first student to work alongside the implantation team responsible for bringing this office to campus

SELECTED COMMITTEE INVOLVMENT

- COVID-19 HHS Agencies Communications and Outreach Committee, 2020, APHSA
- Limited English Proficiency and Sensory Impairment (LEPSI) Committee, since 2017, OFI
- Georgia State of Hope (SoH) Steering Committee, since 2017, OFI
- Zeta Psi 50th Campus Anniversary Steering Committee Chair, 2019, DST/UGA
- Human Trafficking Prevention Advisory Committee, 2019, 50/50 Mentorship Program
- Community of Practice Workgroup, 2019, APHSA
- Supplemental Nutrition Assistance Program (SNAP) Interagency Committee, since 2017, OFI
- SNAP Communications Sub-Committee, since 2017, OFI
- Learning Management System (LMS) Selection Committee, 2017, OFI
- Statewide Corrective Action Plan Committee, 2017, OFI
- Education Evaluation and Assessment Committee, 2015, OFI
- Arts and Letters Committee Chair, since 2014, DST
- Diversity Representative Council, 2013, OFI
- Alumni Relations Event and Marketing Committee, 2010, UGA
- Excellence in Statewide Customer Service Implementation Committee, 2008, OFI
- Agency Website Development Committee, 2007, OFI
- Tobacco Free Campus Community, 2005, CDC

PUBLICATIONS

- Wells, L.D., (2018). Prayers from a Grateful Heart: A 90 Day/Quarterly Devotional Journal. *Devonshire Publishing*.
- Dendy, Larry B., (2013). Through the Arch: An Illustrated Guide to the University of Georgia Campus. *The University of Georgia Press*.
- Breakfield, Francene and Wells, L.D., (2013). An Anthology of Sisterhood. *Sisterhood Ink Publishing*

SELECTED PRESENTATIONS

- Wells, L.D., Panelist, *Center for Pan Asian Community Services*, Press Conference, 2019.

- Wells, L.D., Lewis, B., Alexander, A., Racine, D., *Just Mercy Movie Legal Panel*, DST Private Screening, 2019.
- Wells, L.D., Riley-Draper, D., Ray, A., Williams, P., Gardner, E., *Harriett Movie Entertainment Industry Panel*, DST Private Screening, 2019.
- Wells, L.D., Keynote – LEPSI Bench Presentation, OFI Leadership Summit, 2019.
- Wells, L.D., Moderator, *Under the Veil of Arts & Entertainment*, DST, 2019.
- Wells, L.D., Breakout speaker – *Connecting the Dots: Mentorship Matters*, OFI, 2019.
- Wells, L.D., Breakout speaker – *Social Media for Millennials*, 50/50 Mentoring Team, 2019.
- Wells, L.D., Breakout speaker – *Human Trafficking Profiles*, 50/50 Mentoring Team, 2019.
- Wells, L.D., Breakout speaker – *Mentorship Matters*, OFI Leadership Summit, 2018
- Wells, L.D., Panelist, *Center for Pan Asian Community Services*, Press Conference, 2018.
- Wells, L.D., Massoqui, M., White, K., *A Discussion on Wealth and Finance in the African American Community*, UGA, 2017.
- Wells, L.D. Breakout speaker, *Delta Authors on Tour*, DST National Arts & Letters, 2017.
- Wells, L.D., Keynote speaker, *Sisterhood of the Saints*, St. James A.M.E. Women’s Empowerment Conference, 2017.
- Wells, L.D., Panelist, *Center for Pan Asian Community Services*, Press Conference, 2017.
- Wells, L.D. Breakout speaker, *Delta Authors on Tour*, DST National Arts & Letters, 2016.
- Wells, L.D., Breakout speaker, *DST National Convention*, Sisterhood Sessions, 2015.
- Wells, L.D. Breakout speaker, *Delta Authors on Tour*, DST National Arts & Letters, 2014
- Wells, L.D., Keynote speaker, *Entrepreneurship 101*, Jack and Jill, Inc. Retreat, 2014.
- Wells, L.D., Breakout speaker, *DST Regional Convention*, Sisterhood Sessions, 2014.
- Wells, L.D. Breakout speaker, *Delta Authors on Tour*, DST National Arts & Letters, 2013.

SELECTED TRAINING SESSIONS

- LEPSI Guided Practice Series Video. *OFI Education and Training*. (2017)
- Reinstating Cases Guided Practice Series Video. *OFI Education and Training*. (2017)
- Senior SNAP Guided Practice Series Video. *OFI Education and Training*. (2017)
- Success Alerts Guided Practice Series Video. *OFI Education and Training*. (2016)
- Case Verification Guided Practice Series Video. *OFI Education and Training*. (2016)
- EBT Guided Practice Series Video. *OFI Education and Training*. (2016)
- New Employee Online Orientation. *OFI Education and Training*. (2014)
- Veteran Employee Online Orientation. *OFI Education and Training*. (2014)
- Supervisor Online Orientation. *OFI Education and Training*. (2014)
- Adult Medically Needy Online Policy Training. *OFI Education and Training*. (2014)
- Q-Track Medicaid Online Policy Training. *OFI Education and Training*. (2014)
- Childcare Online Policy Training. *OFI Education and Training*. (2014)
- Family Medicaid Online Policy Training. *OFI Education and Training*. (2014)
- Modified Adjusted Gross Income Online Policy Training. *OFI Education and Training*. (2014)
- Right from the Start Medicaid Online Policy Training. *OFI Education and Training*. (2014)
- Transitioning from Online to Classroom Training. *OFI Education and Training*. (2013)
- Disaster SNAP Online Policy Training. *OFI Education and Training*. (2013)
- SNAP Work Requirements Online Policy Training. *OFI Education and Training*. (2013)
- SNAP Summary Verification Online Policy Training. *OFI Education and Training*. (2013)
- Success Screening and Registration Training. *OFI Education and Training*. (2012)
- Staff General Online Training. *OFI Education and Training*. (2012)
- Steps for Accessing Online Training. *OFI Education and Training*. (2012)
- Triage Agent Training. *OFI Education and Training*. (2011)
- Interviewing Skills. *Javelin*. (2009)

- Communicating with Diverse Populations. *Javelin*. (2009)
- Professional Development. *Javelin*. (2008).
- Project Management Fundamentals. *Javelin*. (2008)
- Soft Skills Training. *Javelin*. (2008)
- Customer Service for the Government Employee. *OFI*. (2007)
- Microsoft Common Features. *Atlanta Public Library*. (2007)
- Building Successful Websites. *Atlanta Public Library*. (2006)
- Navigating Internet and Email. *Atlanta Public Library*. (2006)
- Creating Presentations in PowerPoint: An Intermediate Guide. *Atlanta Public Library*. (2005)
- How to Sort Data in Excel. *Atlanta Public Library*. (2004)
- How to AutoFilter in Excel. *Atlanta Public Library*. (2004)
- Intro to Computers. *Atlanta Public Library*. (2003)
- Intro to Social Networking. *Atlanta Public Library*. (2003)

PROFESSIONAL ORGANIZATIONS & ACTIVITIES

- Board of Directors – Georgia Professional Human Service Association (GPHSA)
- American Public Human Service Association (APHSA)
- National Staff Development and Training Association (NSDTA)
- American Association of SNAP Directors (AASD)
- National Association of Professional Women
- Dwight D. and Sheryl Howard Foundation
- Values Partnerships Social Impact Agency
- UGA Alumni Association
- Inaugural Member – UGA Black Alumni Affinity Group

CIVIC ORGANIZATIONS

- Delta Research and Education Foundation (DREF)
 - Co-Benefactor of the Ruby Dee Legacy of Sisterhood Scholarship – a \$1K merit based award given annually to an African-American female majoring in one of the Humanities.
- Charter Core Team Member – National Council of Negro Women – Northwest GA Section
 - Commissioned author and perform a featured chronicle for the Rockdale Section
- Inaugural Team Member – 50/50 Mentoring Program
- Delta Sigma Theta Sorority, Inc. – Zeta Psi Chapter (UGA)
 - Served as 50th Campus Anniversary Chair
 - Secured a gift totaling \$100,000 for the Fortitude 1969 Scholarship
 - Fund raised over \$140,000 for the Fortitude 1969 Scholarship
 - Chaired All Campus Homecoming Committee
- Delta Sigma Theta Sorority, Inc. – Douglas-Carroll-Paulding Alumnae Chapter
 - Chaired Arts and Letters Programming Committee
 - Recognized by Douglas County Commissioner for “*Pay It Forward*” Arts initiative
 - Partnered with entertainment industry executives, actors, producers, directors and enthusiasts to increase ticket sales and promotions for multicultural films.

AWARDS & RECOGNITION

- DST Soror of the Year Nominee – Douglas-Carroll Paulding Alumnae Chapter, 2020
- AASD Distinguished Service Award, APHSA, 2019
- Office of Family Independence Peach Star Award, 2019, 2018, 2017

- Proclamation from the City of Natchez, Mississippi for cultural advancement efforts, 2016
- Best Publication in Print, The Writers Ball, 2016
- Visionary Award, Black Women in Jazz and Fine Arts, 2015
- Outstanding Arts and Letters Program of the Year, 2015
- An Anthology of Sisterhood adopted as Ethnic Studies curriculum, Santa Barbara College, 2014
- Douglas-Carroll-Paulding Counties Regal Award for Excellence in Community Service, 2014
- Education and Training Services “WebEx Master” Award, 2013
- Governor Sonny Purdue’s Excellence in Customer Service Award, 2008
- American Public Health Services Association (APHSA) & National Staff Development Training Association (NSDTA) Scholarship, 2008
- Education and Training Services Professional Leadership Award, 2007
- Outstanding Performance and Contribution to Health, CDC Safety and Wellness Award, 2005