

Arinze Malcolm Ifekauche

SUMMARY OF QUALIFICATIONS

I am an award-winning communications and public affairs professional with wide-ranging experience in public policy, politics, and communications. I've built massive grassroots followings for political candidates and government agencies. Beyond my public affairs work, I've executed crisis communications, strategic communications, and branding work for fortune 500 corporate clients, national non-profits, professional athletes, and small businesses. I have deep experience crafting messages centered on public policy narratives and have coordinated communications efforts at the state, local, and federal levels.

Core Strengths

- Crisis Communications
- Strategic Communications
- Data analysis
- Stakeholder management
- Personnel Management
- Policy Development
- Public Speaking
- Public Affairs Campaigning

PROFESSIONAL EXPERIENCE

GOVERNOR'S OFFICE OF CRIME PREVENTION & POLICY, Communications Director & Deputy Legislative Director 2023 – PRESENT

Primary Responsibilities

- Chief spokesperson for GOCPP; Responsible for all media relations and external communications
- Responsible for coordinating Agency communications with Gov. Moore's executive communications team
- Responsible for monitoring and responding to public policy efforts impacting GOCPP interests
- Appointed member of the Maryland Cannabis Public Health Advisory Council; Staffer for the Baltimore City Criminal Justice Coordinating Council, the Prison Education Delivery Reform Commission, Maryland Juvenile Justice Reform Commission, and the Maryland Taskforce on In-Custody Restraint Related Death Investigations
- Interface with elected officials, answering policy and constituent service questions on behalf of GOCPP

Highlights & Accomplishments

- Created strategic communications framework for GOCPP detailing primary stakeholders, message points, and brand building opportunities for the agency
- Drafted testimony on behalf of GOCPP; drafted fiscal notes in response to the Department of Legislative Services; testified on legislative positions during legislative session; tracked legislation
- Represented GOCPP at various conferences, public meetings, and inter-agency meetings
- Implemented interactive grant map, allowing general public to use GIS based digital map to identify public services and resources

BALTIMORE CITY HEALTH DEPARTMENT, Communications Director 2022 – 2023

Primary Responsibilities

- Chief spokesperson for BCHD; Responsible for all media relations and external communications
- Responsible for website and social media management for the agency; Manage two direct reports
- Responsible for \$1M advertising campaign for COVID-19 vaccine education

Highlights & Accomplishments

- Developed comprehensive communications strategy resulting in 15 media placements in six months; placements include the Baltimore Sun, Baltimore Banner, WYPR, local TV, and the New York Times
- Led crisis communication response on Monkeypox outbreak and West Baltimore E.coli water crisis

COALITION AGAINST INSURANCE FRAUD, Communications Director 2020 – 2022

Primary Responsibilities

- Served as a national spokesperson for the field of insurance fraud; Managed the Coalition's website, social media, and branding; managed seven insurance fraud focused publications
- Regularly interfaced with senior personnel from Fortune 500 level national and global insurers

Highlights & Accomplishments

- Oversaw a 203% increase in impressions year over year on the Coalition's Twitter account
- Improved email management program and performance of 40,000 contact database

MARYLAND DEMOCRATIC PARTY, Communications Director 2019 – 2020

Primary Responsibilities

- Managed two direct reports; cultivated and maintained relationships with Maryland legislators, journalists, unions, and activists, and political operatives; Provided on-record commentary to Maryland's political reporters at the Washington Post, Baltimore Sun, Maryland Matters, Daily Record, and several other local TV stations and publications throughout Maryland and the D.C. Metro area

Highlights & Accomplishments

- Secured multiple story placements in the Baltimore Sun, Washington Post, Daily Record, Maryland Matters, and the Baltimore, D.C., Eastern Shore, and Western MD TV markets
- Compiled a 50+ page strategic plan laying out the Party's core values, crisis strategy, operational rules of engagement, social media approach, and message
- Increased Facebook engagement by 52% in 2019; Increased Twitter engagement by 83% in 2019
Managed email program with 65K subscribers; averaged a 20%+ open-rate
- Led communication coordination between House and Senate Leadership, Maryland State Education Association, and the Democratic Party on passage of the Kirwan Commission education reform package
Led statewide effort to highlight Dem legislative accomplishments; coordinated with county delegation chairs to send targeted emails to lawmaker's constituents

PRECISION STRATEGIES, Principal 2018 – 2019

Primary Responsibilities

- Responsible for managing client relationships; developing strategic communications materials for clients; writing new business proposals and participating in pitch meetings; and communicating with local and national media on behalf of clients

Highlights & Accomplishments

- Wrote and placed op-eds and stories in prominent state and national publications including: the Miami Herald, the South Florida Sun Sentinel, Politico, and The Atlantic

BALTIMORE CITY STATE'S ATTORNEY'S OFFICE, Public Relations Officer 2015 – 2018

Primary Responsibilities

- Responsible for internal and external communications including: press releases, speeches, talking points, op-eds, internal announcements, and legislative testimony; media relations; and communications strategy

Highlights & Accomplishments

- Wrote State's Attorney Marilyn Mosby's "Freddie Gray Speech"; Internationally televised event lauded by national media outlets including: the Washington Post, Baltimore sun, and the National Journal
- Created the public affairs strategy that led to the passage of the Serial Predator Prevention Act of 2018
- Built 3rd largest Twitter following among District Attorneys representing America's 10 largest cities

BALTIMORE CITY DEPARTMENT OF GENERAL SERVICES, Special Events Director 2012 – 2014

- Managed staff of seven; Responsible for all outdoor events on public streets and sidewalks
- Served as City representative during large scale event planning including: the Baltimore Book Festival, Artscape, Grand Prix, Baltimore Marathon, Baltimore Pride, and more

U.S. REPRESENTATIVES PARKER GRIFFITH & JOHN BOCCIERI, Legislative Aide 2009 – 2010

- Managed two legislative correspondents and three interns
- Responsible for legislative issues portfolio; covered floor debates; managed constituent mail

Community Service and Leadership

- Nominated to serve as a member of the Howard County Local Children's Board (2026)
- Nominated to serve as Social Justice Chair for Celebration Church, the largest African American Church in Howard County (2026)
- Kappa Alpha Psi Scholarship Foundation of Columbia MD, Board Member (2024-Present)
- Kappa League Chair, a Black Male mentorship program for boys grades 6-12 (2024-Present)

EDUCATION

KENT STATE UNIVERSITY, Kent, OH

Master of Arts, 2016 Public Relations

THE UNIVERSITY OF ALABAMA, Tuscaloosa, AL

Bachelor of Arts, 2008 Public Relations, Minor Political Science