

# TONYA S. CROWN

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## COMMUNITY ENGAGEMENT MANAGER

Dynamic and relationship-driven Community Engagement Manager with a proven ability to build meaningful partnerships, elevate organizational visibility, and create programs that strengthen trust and participation across diverse communities. Known for designing outreach strategies that inspire involvement, foster collaboration, and align stakeholder needs with organizational goals. Adept at communicating with clarity, cultivating long-term relationships, and leading initiatives that enhance community impact and support mission-driven results.

### CORE STRENGTHS

- Community & Stakeholder Engagement
- Partnership Development & Cross-Sector Collaboration
- Strategic Program & Event Management
- Public Affairs, Public Speaking, Advocacy & Reputation Building
- Leadership, Team Coordination & Staff Development
- Marketing & Outreach Strategy

### EMPLOYMENT HISTORY

#### SOCIAL PERFORMANCE MANAGER, February 2020 to Present

Newmont, Denver, CO

- Cultivate and maintain strong relationships with local communities impacted by operations and new projects.
- Support sales operations by managing quotations, orders, and fulfillment for copper materials.
- Work with marketing to design targeted campaigns for new market growth.
- Contributed to revenue growth identifying sales opportunities and supporting account expansion initiatives.

#### MARKETING COORDINATOR, June 2015 to July 2020

Fossil Park Golf Administration

- Drove membership growth and event revenue through targeted marketing campaigns to promote club events, seasonal programs, and boosted event attendance.
- Enhanced club visibility and member experience through strategic communications, branding, and events.
- Coordinated tournaments and events, boosting member satisfaction and generating additional revenue.
- Analyzed marketing performance metrics to optimize campaigns and improve return on investment.
- Assisted in membership sales initiatives through targeted promotions and strategic communications.

#### BUSINESS OWNER / EVENT PLANNER, Prescott, AZ, January 2006 to May 2015

Event Execz by Ann, Special Event Management, Corporate Planning, & Public Relations Initiatives

- Founded and led an event planning firm delivering 150+ corporate, wedding and social events annually.
- Drove profitability through strategic coordination, operational efficiency, and business development.
- Initiated event groundwork, budgeting, logistics, and vendor management from concept to completion.
- Partnered with corporate clients to produce branded events boosting visibility and client engagement.
- Developed marketing strategies and promotional materials to drive business growth and brand awareness.
- Managed event teams and production crews of up to 25 members, ensuring seamless service delivery.

### AWARDS

- Denver Downtown Partnership – Partner in Excellence 2023
- Visionary Award Recipient 2016 – Prescott Area Young Professionals

### EDUCATION

#### MSU Denver University – Denver, CO, 2001

- Bachelor of Arts Degree in Journalism with a concentration in Public Relations
- Minor, Corporate Communications; Dean's List and Academic Scholarship Recipient