



LARONDA KOFFI

**STRATEGIC COMMUNICATIONS | PUBLIC RELATIONS |
POLICY & MEDIA STRATEGY**

• connect@larondakoffi.com • larondakoffi.com 

SUMMARY

Strategic public relations and communications leader with over 15 years of experience in public affairs, multimedia storytelling, and stakeholder engagement. I specialize in turning complex challenges into compelling narratives that drive impact, shape policies, and inspire action. Proven success in leading multi-platform campaigns, securing high-profile media coverage, and crafting PR strategies that enhance brand visibility, SEO impact, and business growth. Adept at thought leadership positioning, data-driven PR execution, and storytelling that resonates with target audiences. Passionate about translating complex financial, policy, and business topics into engaging, digestible narratives that connect with stakeholders and influence decision-making.

EXPERIENCE

SENIOR PUBLIC AFFAIRS SPECIALIST

2012 – 2025

U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) – REGION 3 • Philadelphia, PA

- Develop and execute high-impact PR strategies to elevate EPA's brand awareness and media engagement, resulting in a 40% increase in digital audience engagement over the past two years.
- Lead media relations efforts, crafting press releases, talking points, and key messaging for senior executives and stakeholders.
- Spearhead SEO-aligned content strategies, ensuring that policy and environmental initiatives reach broader audiences through optimized news placements and digital campaigns.
- Engage top-tier media outlets by pitching stories, securing interviews, and fostering relationships with journalists and influencers in environmental and policy spaces.
- Collaborate with cross-functional teams to produce multimedia content, blog articles, and reports that position the EPA as a thought leader in sustainability and environmental policy.
- Oversee large-scale events, virtual summits, and media briefings, ensuring seamless coordination across federal, state, and local agencies.



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CONGRESSIONAL LIAISON SPECIALIST

2007 – 2012

EDUCATION

MASTER OF PUBLIC ADMINISTRATION (MPA)

2005 - 2007

BACHELOR OF POLITICAL SCIENCE & ECONOMICS

1998 - 2002

Key Achievements:

- Increased media coverage and audience engagement by 40% through targeted PR and communications strategies.
- Managed high-profile press events and public engagements that strengthened relationships with journalists, policymakers, and community leaders.
- Developed crisis communication strategies to handle sensitive environmental and regulatory issues, mitigating risks and maintaining public trust.

U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) – REGION 3 • Philadelphia, PA

- Acted as a primary media and government relations contact, briefing congressional staff and policymakers on key environmental issues
- Developed compelling messaging to support legislative and public affairs initiatives, securing stronger stakeholder alignment.
- Managed press materials, speaking engagements, and legislative reports, ensuring timely and accurate communication with key stakeholders.

UNIVERSITY OF PENNSYLVANIA • Philadelphia, PA

Fels Institute of Government.

ROWAN UNIVERSITY • Glassboro, NJ



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SKILLS

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- PUBLIC RELATIONS STRATEGY | MEDIA RELATIONS | PRESS & THOUGHT LEADERSHIP CAMPAIGNS
 - SEO-DRIVEN COMMUNICATIONS | DIGITAL PR | DATA STORYTELLING | CONTENT OPTIMIZATION
 - STAKEHOLDER ENGAGEMENT | GOVERNMENT & CONSUMER ADVOCACY | CRISIS COMMUNICATIONS
 - STRATEGIC BRAND MESSAGING | CROSS-FUNCTIONAL TEAM LEADERSHIP | EXTERNAL AGENCY OVERSIGHT
 - EVENT PLANNING & MANAGEMENT | VIRTUAL & IN-PERSON EVENTS | HIGH-PROFILE ENGAGEMENTS
 - CONTENT CREATION & EDITORIAL OVERSIGHT | PRESS RELEASES | BLOGS | NEWSLETTERS
 - SOCIAL MEDIA & DIGITAL MARKETING | MULTI-CHANNEL CONTENT STRATEGY | ANALYTICS & MEASUREMENT

REFERENCES

UPON REQUEST