

## LAKEISHA WARD

Irving, TX | [lakasaphward@gmail.com](mailto:lakasaphward@gmail.com) | 214-675-7115

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### PROFESSIONAL SUMMARY

Internal Communications Strategist with 10+ years building employee engagement systems across multi-location beauty, wellness, and training organizations. Certified in strategic facilitation (AJ&Smart), transformational communication (Lisa Nichols), and high-performance leadership (Tony Robbins). Proven expertise in **email marketing**, **broadcast communications**, change management messaging, culture-building content, and cross-functional collaboration that aligns distributed teams and drives initiative adoption. Seeking Internal Communications Manager role in consumer or service-based brands.

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### TECHNICAL & PROFESSIONAL SKILLS

**Communications:** Email marketing • CRM systems • Slack • Microsoft Teams • Google Workspace • Intranet management

**Content:** Canva • Adobe Creative Suite • Video production • Copywriting • Presentation design • Storytelling

**Analytics:** Excel • Survey tools • Analytics platforms • Metrics tracking • Performance dashboards

**Training:** Curriculum design • SOP development • Workshop facilitation • Change management • Employee engagement

**Leadership:** Cross-functional coordination • Stakeholder management • Strategic planning • Team coaching

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### Strategic Communications Consultant

Life Surge, Life on Fire & Independent Clients - Remote | January 2017 - May 2024

- Partnered with executive leaders to develop story-based communication frameworks that drove \$1M+ in event sales through presentations to cold audiences
  - Coordinated cross-functional communications between corporate, sales, and event teams, improving conversion rates by 25% and team morale
  - Designed email campaigns, stage scripts, and training systems that increased program adoption and audience retention by 35%
  - Advised small-business owners on internal communication systems, digital courses, and SOP documentation that secured funding opportunities (Goldman Sachs 100K Small Business Program)
  - Developed repeatable communication toolkits and run-of-show systems adopted company-wide across multi-state operations
  - *Note: Light executive consulting during health recovery period (Late 2024 - Present 2025)*
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### Speaker, Trainer & Content Developer

Motivating the Masses (Lisa Nichols Organization) - Multi-State & International | January 2014 - June 2024

- Created training curriculum and content for live events reaching 5,000+ participants across U.S. and international markets
- Led on-stage communication segments that increased audience conversion and engagement scores by 40%

- Produced videos, presentations, and internal messaging scripts that aligned cross-functional teams on event objectives
  - Coached emerging speakers in storytelling and presentation delivery, improving clarity and stage confidence
  - Managed real-time event coordination and run-of-show execution across multiple locations
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## **Beauty Industry Communications & Operations Leadership**

Matrix (L'Oréal Professional) | Salon Management Roles - Nationwide/Dallas, TX | 2011 – 2018

- Partnered with corporate headquarters and regional managers to execute brand communications across 30+ salon locations nationwide, translating L'Oréal's strategic initiatives into state-level training and engagement that increased trade show attendance, retail product sales, and private training bookings
  - Built internal communication systems (email, mobile apps, team hubs) and employee SOPs that reduced turnover by 30% and strengthened team culture within salons
  - Produced field content (blogs, testimonials, success stories) from salon partners that corporate marketing leveraged to strengthen brand positioning and national campaign messaging
  - Scaled independent suite to \$130K annually, adding another \$700K in digital sales
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## **EDUCATION**

Richland Community College - Dallas, TX

Broadcasting & Communications Studies - Connecticut School of Broadcasting, Dallas, TX

Licensed Cosmetologist - State of Texas & California

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## **CERTIFICATIONS & TRAINING**

- AJ & Smart Workshopper Master Program - Strategic Facilitation & Design Sprints
  - Lisa Nichols Coaching Company - Certified Transformational Catalyst (Award-Winning Graduate)
  - Tony Robbins Business & Performance Training - High-Performance Execution
  - Frank Kern Marketing Training - Direct-Response Copywriting & Conversion Strategy
  - Data in Motion Professional Program (Currently Enrolled) - SQL, Python, Business Intelligence
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## **VOLUNTEER & LEADERSHIP**

**Founder & Leader** – LM Ministry | May 2018 - September 2025

- Lead faith-based platform equipping audiences to lead and live with clarity and confidence through multi-channel content including podcast, video, live events, and newsletters
- Manage content calendar, audience engagement campaigns, and transformational challenges reaching international audiences
- Coordinate event logistics, merchandise campaigns, and cross-platform promotional strategies that drive community growth