

ARKAYLA TENNEY-HOWARD

St. Louis, MO | arkaylath@gmail.com | <https://linktr.ee/arkaylath>

SUMMARY

Creative strategist, writer, and project manager with experience in membership coordination, community-building, event planning, ghostwriting, and digital storytelling. Skilled in managing projects from concept to execution, supporting nonprofit and small business communications, and creating experiences that center connection, accessibility, and impact.

EXPERIENCE

Project Manager & Membership Coordinator

National Blues Museum — *St. Louis, MO*

Jan 2025 – Apr 2025

- Managed timelines, deliverables, and communications for museum programming and membership initiatives.
- Coordinated member outreach, renewals, data tracking, and engagement.
- Supported event logistics, vendor coordination, and program scheduling.
- Collaborated with staff across departments to support exhibitions and community-facing activities.

Project Manager

Baddies With Business — *Remote / Contract*

February 2025 – Present

- Planned and hosted virtual and in-person events for an online community of entrepreneurs.
- Managed digital community operations, including scheduling, content coordination, and community engagement.
- Oversaw event logistics such as venue communication, attendee coordination, run-of-show planning, and post-event follow-up.
- Supported leadership with systems organization and project timelines.

Contracted Ghostwriter

Page & Podium Press — Remote
May 2025 – Present

- Reviewed and analyzed author-submitted materials, including journals, interviews, and personal writings.
- Wrote biography-style chapters in the author's voice while maintaining narrative clarity, tone, and structure.
- Worked closely with an editor to revise, refine, and shape manuscript drafts.
- Provided developmental suggestions to strengthen storytelling and thematic cohesion.

Founder & Creative Strategist

Wildflower Communications — St. Louis, MO
2021 – Present

- Provide strategic communications, press outreach, event management, and storytelling support to nonprofits, arts & culture organizations, and small businesses.
- Lead workshop facilitation, including Canva trainings and digital strategy sessions.
- Develop written content such as press releases, speeches, op-eds, website copy, and fundraising messaging.

Senior Communications Strategist

Missouri Foundation for Health — St. Louis, MO
Apr 2024 – Nov 2024

- Spearheaded development and execution of statewide public education campaigns focused on health policy and community wellbeing.
- Created accessible communication materials including one-pagers, briefs, and digital content.
- Collaborated with program officers and stakeholders to align messaging and assess communication effectiveness.

Marketing Manager

Hollywood Climate Summit — Remote
Mar 2024 – Sept 2024

- Developed and implemented multi-channel marketing strategies to grow engagement around climate justice and environmental storytelling.
- Designed and distributed social media toolkits for partners to ensure consistent messaging.
- Managed email campaigns, digital content, and outreach to strengthen community participation.

Communications Manager

Los Angeles Youth Uprising Coalition — *Remote*

Apr 2022 – Jun 2023

- Led digital advocacy campaigns focused on youth justice and policy change, increasing media reach and legislative visibility.
- Managed crisis communications and built relationships with media outlets.
- Produced strategic messaging to support coalition partners and youth organizers.

EDUCATION

B.S. Public Relations - Kent State University 2019

SKILLS

- Project & Event Management
- Writing & Editing (Creative, Nonfiction, Ghostwriting)
- Community Management
- Digital Communications & Strategy
- Workshop Facilitation
- Canva & Visual Content Creation
- Relationship Building & Client Communications
- Social Media Management

SPEAKING ENGAGEMENTS

- "Abolitionist Meme-Making," UCLA – Art and Law for Liberation (2023)
- "The Power of Memes," Facing Race Conference (2024)
- Canva for Fundraising Trainings, St. Louis Community Foundation (Annual)