

Lori Quiller, APR, Fellow PRSA, Communications Manager

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SUMMARY

A dynamic communications professional with more than 25 years of expertise in strategic, integrated messaging and media outreach. Currently leading initiatives at Booz Allen Hamilton for the Air Force Culture and Language Center, excelling in cross-channel campaigns and public affairs. Extensive experience with Agile processes, developing executive communications, and internal and external communication plans. Proven track record in engaging diverse audiences and enhancing brand visibility, ready to leverage skills to elevate organizational communication at the executive level.

WORK EXPERIENCE

09/2019 – Present

OUTREACH DIVISION LEAD – AIR FORCE CULTURE AND LANGUAGE CENTER, Booz Allen Hamilton

Maxwell AFB

- Spearhead strategic messaging and brand positioning for the Air Force Culture and Language Center (AFCLC), directing all content strategy, media outreach, and executive communication initiatives.
- Develop and implement cross-channel campaigns that showcase programs, including the Language Enabled Airman Program.
- Act as the primary liaison with military public affairs teams and industry media outlets.
- Created and manage AFCLC's Annual LREC Month, successfully securing gubernatorial proclamations and extensive media coverage.
- Represent AFCLC at Air University exhibits, including the Air and Space Force's Warfighter Symposium, AFA National Convention, Air Force Sergeants Association Annual Symposium, Airlift/Tanker Association Annual Convention, Air Force Reserve Officers' Training Corps Commander's Forum, and various on-base events.
- Ensure conformity with Air University, Air Education and Training Command, and Secretary of the Air Force Public Affairs branding and strategic objectives.

- Established and led the Association's brand and communications strategy, encompassing digital channels, media outreach, and internal engagement.
- Launched the award-winning quarterly magazine, Alabama Medicine, generating over \$25,000 per quarter in advertising revenue.
- Developed and managed the Smart & Safe Alabama public health campaign for safe opioid use, including public exhibits, lectures, and media engagements.
- Oversaw executive communications and served as the official spokesperson for media interactions.
- Generated \$200K in revenue through a preferred partner program and advertising initiatives.
- Engineered AlabamaMedicine.org, an online news platform that attracted more than 30,000 unique views monthly without promotional efforts.
- Instituted the annual Doctor's Day in Alabama to honor the state's physicians.
- Initiated the annual Mental Health Month in Alabama to raise awareness of mental health initiatives in the state.

EDUCATION

1987 – 1991

University of Alabama
Bachelor of Arts, Journalism

Tuscaloosa

SKILLS

Brand Management

Crisis Communications

Digital Content Strategy

Event Planning

Executive Communications

Internal and External
Communications

Media Relations

Social Media Strategy

Stakeholder Engagement

Strategic Communications

Quality Assurance

Executive Presence

Writing

Leadership

Project Management

Strategic Planning

Interpersonal Skills

Communication

Collaboration

Defense Industry Knowledge

Organizational Development

Adaptability