

# **Bobby Boyd**

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## **Summary**

Accomplished executive with over a decade of experience in community engagement, government relations, and program management. Skilled in building strategic partnerships across government, business, and nonprofit sectors to drive policy, secure funding, and implement impactful initiatives. Expertise in stakeholder advocacy, public outreach, and operational excellence. Proven success in managing multi-million-dollar projects, creating award-winning campaigns, and enhancing organizational growth. Certified in Lean Six Sigma, SHRM-CP, and Project Management (CAPM), with a track record of delivering measurable results.

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## **Core Competencies**

- Strategic Planning & Program Management
  - Community Engagement & Stakeholder Advocacy
  - Communications & Brand Development
  - Public Outreach & Event Management
  - Budget Oversight & Vendor Relations
  - Social Media & Digital Content Strategy
  - Policy Development & Government Relations
  - Data-Driven Decision Making
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## **Professional Experience**

### **Management and Program Analyst – Community Engagement**

**U.S. Department of Energy (DOE) | Nov. 2023 – Oct. 2024**

- Directed community engagement initiatives across a 13-state portfolio in the Midwest, increasing visibility of DOE programs and resources.
- Developed and executed strategic communication campaigns to promote clean energy, sustainability, and federal funding opportunities.
- Represented DOE at national conferences, delivering keynotes on clean energy technologies and federal grant programs.
- Built partnerships with elected officials, regulatory bodies, and cultural organizations to advance community-focused energy initiatives.

- Established governance frameworks to streamline public inquiries and enhance transparency in community outreach efforts.

## **Equity Manager**

### **Michigan Sustainable Business Forum | Oct. 2022 – Nov. 2023**

- Secured over \$1M in funding for sustainability projects, including water infrastructure improvements and clean energy initiatives.
- Led public outreach efforts to address environmental concerns in underserved communities, fostering collaboration between local governments and nonprofits.
- Managed branding and communications for sustainability initiatives, creating impactful promotional materials and social media content.
- Partnered with chambers of commerce and businesses to advance inclusive economic development strategies.

## **Community Outreach and Engagement Manager**

### **City of Portage, Michigan | Apr. 2021 – Oct. 2022**

- Spearheaded city-wide outreach campaigns, increasing community engagement by 250% through innovative marketing strategies and events.
- Established partnerships with local businesses and nonprofits to support city programs and initiatives.
- Designed and executed large-scale events, including career fairs, open houses, and community resource drives.
- Developed content for newsletters, social media, and promotional materials to enhance public awareness of city services.
- Improved operational efficiency by integrating public feedback into strategic planning and program development.

## **Commercial Development Account Executive**

### **Comcast | May 2011 – Feb. 2018**

- Negotiated contracts with property owners and management firms, securing agreements that generated over \$70M in revenue.
- Served as a subject matter expert on network design and fiber technology, delivering ROI analyses to senior executives.
- Ranked as the top Account Executive in the MI/IN/OH region for 2016 and 2017, achieving 235% of the operating plan.
- Built strong client relationships, ensuring long-term satisfaction and contract renewals.

## **Chief Executive Officer**

### **Boyd Entertainment Inc. | Sept. 2009 – Sept. 2023**

- Founded and managed three successful subsidiaries in real estate, event marketing, and consulting, growing revenue to over \$1.3M.
  - Oversaw the development of promotional campaigns, event planning, and audience engagement strategies for national clients.
  - Managed real estate investments, including a 50-unit multifamily complex, achieving significant ROI.
  - Directed a platinum-selling songwriting group, securing placements with top artists like Katy Perry, Drake, and Demi Lovato.
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## **Education**

### **Western Michigan University**

Bachelor's Degree in Public Relations & Organizational Communication

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## **Certifications**

- Certified Associate in Project Management (CAPM) | Project Management Institute
  - SHRM Certified Professional (SHRM-CP) | SHRM
  - Lean Six Sigma Yellow Belt | Western Michigan University
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## **Awards & Honors**

- 2022 Communicator Award of Excellence for "Hate Has No Home Here" Campaign
  - Michigan's 2023 Diversity Business Leader Award – Corp Magazine
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## **Volunteer Experience**

- Environmental Justice Advisory Board Member | Kalamazoo Community Foundation
- Community Cabinet Member | United Way of Battle Creek and Kalamazoo