



THE CARTER MALONE GROUP
Public relations • marketing • advertising
communicating your message to the world

Deidra Carter Malone
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EMPLOYMENT:

- 5/03 to Present **The Carter Malone Group, LLC, Founder/President/CEO, Memphis, TN.** The Carter Malone Group is one of the largest female owned public relations firms in the Mid-South region. Responsibilities include new business development, agency management, client account management, national and regional media relations and crisis communications lead strategist.
- 8/02 to 8/10 **Shelby County Government, Shelby County Commissioner, Shelby County, TN.** Elected to represent the citizens of District 2 for two 4-year terms. First African-American female to serve as Chairman and Budget Chairman. Chaired budget, education, community services and housing and economic development committees.
- 6/01 to 4/03 **ALSAC/St. Jude Children's Research Hospital, Vice President, Marketing Development, Memphis, TN-** Managed the departments of International Development, Corporate Marketing and created the departments of Multicultural Marketing, Celebrity Marketing, Marketing Analysis and Research and Merchandising Marketing for the organization.
- 11/98 to 6/01 **St. Jude Children's Research Hospital, Director of Public Relations, Memphis, TN –** Developed, managed and implemented public relations and marketing plans. Managed media relations, public relations, publications, conference coordination, St. Jude Web site and the St. Jude North Conference Center.
- 9/96 to 11/98 **St. Jude Children's Research Hospital, Assistant Director of Public Relations, Memphis, TN -** Managed all media relations functions for the hospital.
- 11/94 to 9/96 **St. Jude Children's Research Hospital, Associate Director of Media Relations Memphis, TN -** Managed all media relations functions for the hospital.
- 3/93 to 11/94 **St. Jude Children's Research Hospital, Public Relations Representative, Memphis, TN** Wrote articles, news releases, coordinated news conferences and media visits.
- 8/91 to 3/93 **WMC-TV Channel 5, News Producer, Memphis, TN –** Produced newscasts.
- 5/89 to 8/91 **NewsTalk 790, WMC Radio Station, News Reporter/Anchor, Memphis, TN –** Wrote and anchored news for the news talk station.
- 4/87 to 5/89 **WLOK Radio Station, News and Public Affairs Director, Memphis, TN -** Wrote and reported news for all newscasts and hosted a public affairs program.

10/86 to 4/87 **ADVO-SYSTEMS, INC.**, Sales Representative, Memphis, TN - Sold direct mail advertising.

5/84 to 6/86 **WISN Radio Station**, Advertising Assistant, Milwaukee, WI- Assisted sales representatives with obtaining co-op advertising dollars for various clients.

8/83 to 5/84 **WHBF-TV 5 and Radio Station**, Sales Assistant/Copy Writer, Rock Island, IL- Assisted sales representatives with research for presentations. Wrote radio commercials.

EDUCATION:

Christian Brothers University, Memphis, TN
M.B.A. program (9 hours to completion)
Attended: 2000-2002

Jackson State University, Jackson, MS
B.S. In Broadcast Journalism, Minor in Marketing, Graduated August 1983
Attended: 1981 -1983

Organizations and Board Affiliations:

Commissioner, Shelby County Board of Commissioners (August 2002- August 2010)
Commissioner, Tennessee Workforce Development Board (August 2006- September 2010)
Board of Directors, Workforce Development Board (August 2008 – Present)
Board of Directors, Memphis Housing Authority (March 2000-Present)
Board of Directors, The Regional Medical Center (August 2009 – August 2010)
Chairman, Board of Directors, Shelby County 911 (December 2001- December 2002)
Member, National Association of Women Business Owners, Memphis Chapter
Member, Mid-South Minority Business Council
Member, Black Business Association, Memphis Chapter
Member, Public Relations Society of America, Memphis Chapter
Member, Memphis Regional Chamber of Commerce
Board of Directors, Mid-South Fair, Executive Committee (Present)
Board of Directors, Circles of Success Learning Academy (Present)
Member, Memphis and Shelby County Crime Commission (Former Member)
Member, Memphis Fast Forward, (Former Member – 2009)
Committee Member, Marketing Committee- National Comprehensive Cancer Network
Board of Directors, Junior League of Memphis (former member and board of directors)
Board of Directors, Ronald McDonald House (Former member)
Board of Directors, Memphis in May (Former member)
Board of Directors, Theatre Memphis (Former member)
Member, Main Library Reuse Committee
Board of Directors, Lifeblood (former member, served 3 years)
Chairman, National Marrow Donor Program, Southern Region (former member, served 5 years)
President, Central High School PTSA
Facilitator, Snowden School Leadership Council
Graduate, Leadership Memphis- Class of 1999
President, Leadership Memphis Alumni Association (May 2001- May 2002)
Member, Alpha Kappa Alpha Sorority, Incorporated, Beta Epsilon Omega Chapter
Trustee and Member, Bethlehem MB Church

Deidre Malone

In her personal and professional life, Malone is the President and CEO of The Carter Malone Group, LLC, a public relations, marketing and advertising firm in Memphis. Before opening the agency in 2003, Malone served as Vice President of Marketing Development for ALSAC/St. Jude Children's Research Hospital. ALSAC is the fundraising arm of St. Jude Children's Research Hospital and the third largest healthcare charity in the United States. For 10 years, Malone was the Director of Public Relations for St. Jude Children's Research Hospital, an internationally renowned hospital that focuses on finding cures for childhood catastrophic diseases. Malone also worked for WMC-TV Channel 5, as a news producer and WMC-AM radio as a news reporter and anchor. She also served as the news director for WLOK-AM radio early in her professional career. She was nominated for an Emmy and has won many professional awards for her work in the field of public relations. Professionally, she has served on many boards and commissions in leadership roles. Here's a short list:

- Memphis Housing Authority Shelby County 911
- Levitt Shell
- Circles of Success Learning Academy
- Leadership Memphis
- Philanthropic Black Women of Memphis
- Operation Safe Community
- Tennessee Work Force Development Board

A graduate of Jackson State University, she received a Bachelor of Science Degree in Mass Communications and a minor in marketing and has hours towards a Masters of Business Administration Degree. Malone and her husband, Dr. Patrick Malone, have two sons, Patrick II and Brian and a grandson Patrick III "Trey".