

WHITNEY L. BARKLEY, M.S.

Digital Marketing & AI Strategist

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PROFESSIONAL SUMMARY

Digital marketing and AI strategist with 13+ years of experience helping organizations strengthen visibility, engage audiences, and adapt to emerging technologies. With a diverse background, my career has been built at the intersection of marketing, entrepreneurship, education, and innovation, with a track record of helping organizations at every stage use strategy and technology to reach business objectives. I bring a focus on translating complex ideas into practical solutions that drive results while maintaining a human-centered approach.

CORE COMPETENCIES

Digital Marketing Strategy • AI Training & Implementation • Paid & Organic Campaigns • Marketing Analytics • Strategic Communications • Brand Development • Client Relations

PROFESSIONAL EXPERIENCE

Founder & Principal Consultant

Speakerazzi® | Dayton, Ohio | July 2018 – Present

- Lead a CPD-accredited training and development company focused on artificial intelligence, personal branding, and digital communications.
- Advise organizations on digital marketing strategy, audience growth, content development, campaign planning, and technology to improve visibility, engagement, and outcomes.
- Design and facilitate customized training on ChatGPT, Claude, Gemini, workflow automation, AI governance, and responsible AI with a 96% satisfaction rate for universities, nonprofits, business support organizations, entrepreneurs, and corporate teams.
- Developed automation systems and CRM workflows that increased lead generation by 35% and improved client retention by 50%.
- Lead a network of contractors and collaborators supporting client delivery, marketing initiatives, content production, and program implementation.

Community Voices Producer

WYSO Public Radio (91.3 FM) | Yellow Springs, Ohio | July 2024 – Present

- Produce and report community-centered stories for WYSO's Community Voices program, amplifying local narratives across the Miami Valley region on topics including AI adoption among Black entrepreneurs in West Dayton, BIPOC representation in children's literature, vegan food access, and community-building movements.

- Work on AI cited as real-world evidence in “How State Policymakers and Community Leaders Can Help Close the Federal AI Policy Gap for Black Entrepreneurs,” a national policy brief at the Joint Center for Political and Economic Studies.

Director, Greater West Dayton Incubator

University of Dayton | Dayton, Ohio | *October 2021 – December 2024*

- Provided more than 3,000 hours of strategic consulting and coaching to small business owners.
- Cultivated more than 20 strategic partnerships across the Dayton entrepreneurial ecosystem, increasing resource utilization by 30%.
- Secured more than \$400,000 in grants and sponsorships and supported \$1.5 million in capital development initiatives.
- Facilitated access to \$300,000+ in grants and microloans for underresourced founders.
- Led development and implementation of five entrepreneurial training programs serving more than 350 unique entrepreneurs.
- Directed marketing campaigns and promotional initiatives that consistently exceeded attendance targets by 20% and increased community engagement.

Adjunct Professor of Entrepreneurship

University of Dayton | Dayton, Ohio | *January 2022 – April 2024*

- Taught entrepreneurship and new venture creation courses utilizing experiential learning and project-based instruction.
- Managed student business teams operating ventures funded with university seed capital, achieving record-breaking sales figures.
- Mentored students through venture development, business planning, marketing strategy, and customer acquisition.

Social Media Manager & Instructor

Ohio Media School | Columbus, Ohio | *May 2017 – October 2018*

- Developed and delivered a curriculum focused on digital communications strategies.
- Led strategic planning and implementation of online marketing initiatives including paid advertising, email marketing, and social media campaigns.
- Increased website traffic by 50% and student leads by 25% through targeted digital marketing.

Social Media Instructor

International College of Broadcasting | Dayton, Ohio | *November 2015 – May 2017*

- Developed and launched the college’s first-ever social media curriculum, establishing the foundational course framework and setting the standard for digital communications instruction at the institution.
- Created and appeared as on-camera talent for college marketing content, producing a viral video exceeding 20,000 organic YouTube views.

Associate Director of Marketing

Education at Work | Cincinnati, Ohio | *August 2014 – December 2015*

- Drove social media growth by more than 150% across key platforms through strategic content and audience engagement.

- Supervised teams of interns for marketing, communication, and design projects.
- Collaborated with external agencies to develop brand positioning, messaging, and marketing assets that strengthened organizational identity and recognition.
- Supported recruitment and employer acquisition efforts through integrated digital and traditional marketing campaigns.
- Secured media coverage through strategic communications, public relations, and content development.

EDUCATION

Master of Science, Marketing & Communications | Franklin University

Bachelor of Arts, Mass Media Communications | Wilberforce University

Certificate, Disruptive Strategy | Harvard Business School Online

Black in Business Program, Cohort 9 | Goldman Sachs / NYU Stern School of Business

CERTIFICATIONS & CREDENTIALS

- CPD Accreditation: True Traction, Strategic AI for Business Operations (*Speakerazzi®*)
- Google AI Professional Certificate
- Data4Equity Cohort Program
- WBENC, MBE, and WBE Ohio Certified

HONORS & RECOGNITION

- Dayton Business Journal 40 Under 40
- Presidential Lifetime Achievement Award, Office of President Joseph R. Biden
- AI Education Excellence Nominee, 2024 Black AI Think Tank Awards
- 2025 Ohio APME Finalist, Best Enterprise Reporting (WYSO Public Radio)