

Sierra Ashworth

Public Information Officer | Strategic Communications & Emergency Management Specialist

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Professional Summary

Public Information Officer with advanced FEMA credentials and more than four years of experience leading public-sector communication initiatives, crisis response, and emergency preparedness. Skilled in media relations, stakeholder coordination, and public health communication within ICS/NIMS frameworks. Certified Advanced Public Information Officer (PIO) and Hootsuite Social Media Marketing Professional with proven success in developing data-driven outreach campaigns, managing high-visibility media inquiries, and building collaborative partnerships across county, regional, and state agencies.

Core Competencies

Strategic Communication & Public Relations: Crisis Communication, Media Relations, Public Health Messaging, Risk Communication, Community Engagement

Program & Project Leadership: Program Development, Grant Reporting, Data Analysis, Stakeholder Coordination, Evidence-Based Campaigns

Digital & Design Tools: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Hootsuite, Canva, Microsoft Office, Google Workspace

Emergency Preparedness & Response: ICS/NIMS, EOC Operations, Public Alert Systems, Radiological & Pathogen Response, Incident Communication Planning

Professional Experience

Public Information Officer

Iredell County Health Department – Statesville, NC | February 2022 – Present (Promotion from Previous Role)

- Lead countywide communication strategy for all public health programs, managing media relations, press inquiries, and crisis communication.
- Serve as department spokesperson and liaison to local, regional, and state partners during emergencies.
- Coordinate risk communication and public messaging under NIMS/ICS during health events and emergency operations.
- Design and implement data-driven campaigns to promote community health; initiatives have increased engagement and participation across digital platforms.
- Oversee social media, website content, and outreach branding, achieving measurable growth in engagement and reach.
- Chair and support multi-agency outreach committees focused on emergency preparedness and public information continuity.

Community Health Outreach Coordinator

Iredell County Health Department – Statesville, NC | July 2021 – February 2022

- Designed and launched evidence-based education programs to increase vaccine confidence and accessibility.
- Led the Community Health Worker campaign that administered over 500 COVID-19 vaccine doses within four months.
- Built and sustained partnerships with local agencies, nonprofits, and businesses to improve outreach and resource coordination.
- Conducted data analysis and reporting to guide communication strategy and demonstrate program impact.

Operations Manager

Key to Escape – Statesville, NC | July 2019 – July 2021

- Directed operations and supervised staff for a top-ranked entertainment business recognized globally (#70 of 5,000+ escape rooms).
- Managed marketing campaigns, social media, and customer service strategies that improved engagement and customer satisfaction.
- Oversaw staff training, scheduling, and daily operations to ensure quality performance and positive customer experiences.

Program Assistant (POSSE Program)

Forsyth County Department of Public Health – Winston-Salem, NC | January 2016 – July 2019

- Supported contact tracing and case management for sexually transmitted infection prevention and control.
- Created new patient information systems to improve data organization across multiple partner universities.
- Managed grant tracking, reporting, and compliance for three funded public health initiatives.
- Worked with marginalized populations to improve access to healthcare and resources.

Certifications & Specialized Training

- Advanced Public Information Officer (L-388) – FEMA / NCEM
- Basic & Intermediate Incident Command System (ICS-100, 200, 300) – FEMA / NCEM
- National Response Framework (IS-800.d) – FEMA
- National Incident Management System (IS-700.b) – FEMA
- Integrated Public Alert and Warning System (IS-247.b) – FEMA
- Basic & Public Information Officer Courses (G-290, L-105) – NCEM
- High Consequence Pathogens ConOps Update – NC OEMS
- Public Information Officer Awareness (IS-29.a) – FEMA
- Social Media in Emergency Management (IS-42.a) – FEMA
- Basic Emergency Operations Center Functions (IS-2200) – FEMA
- Hootsuite Social Media Marketing Certification

Education

Master of Science in Strategic and Digital Communication | Drexel University – Philadelphia, PA | Graduated August 2026

Bachelor of Science in Public Health | Guilford College – Greensboro, NC | Graduated May 2021