



## BIO

**Taya** (*rhymes with Himalaya*) **M. Jarman, MS, APR** is an award-winning and accomplished communication professional with several years of experience developing and implementing strategies that support organizational objectives.

Taya is the first Communications Director at the Institute for Public Health Innovation (IPHI). At IPHI, she has refreshed the organization's brand to include a robust DE&I and ADA-compliant website, social media ecosystem, and marketing materials to improve health and wellness in the District of Columbia, Maryland, and Virginia region.

Before IPHI, she served in state government for 16 years. Taya was the Office of Family Health Services Communications Director for the Virginia Department of Health (VDH). At VDH, she created and launched the VDHLiveWell brand. She planned the *Henrietta Lacks Legacy Week* and executed the Department of Health's sponsorship for Pharrell's first *Something in the Water Festival* in Virginia Beach, VA. Her tenure also included the onset of the COVID-19 pandemic. Before VDH, she created the award-winning Virginia Department of Motor Vehicles (DMV) social media program. Prior to DMV, she was the youngest spokesperson for the Virginia Department of Transportation (VDOT). She also helped with media relations and credentialing for Queen II's visit to Richmond.

Taya has extensive experience as a strategic and creative thinker. Taya was the third Black or Brown president (in 75 years) of the Public Relations Society of America (PRSA) Richmond chapter. She was a consultant for the Annual BET Award Show in Los Angeles, CA. She facilitated multiple celebrity press conferences and organized media placement along the red carpet. She also served as Virginia Commonwealth University's (VCU) winter 2019 commencement speaker.

Taya has won over a dozen local and national awards throughout her career. She was recognized twice as a *Top 40 Under 40* in Richmond's *Style Weekly* and nationally by *PRWeek*. She was PRSA Richmond's first Shining Star awardee. The Shining Star recognizes mid-career pre-professionals with 10-25 years of experience. She was also featured in Carrera's Jewelry's *Stack on Your Success* campaign. The campaign included bus ads, a full-page spread in Richmond Magazine, and digital ads on CNN, The Washington Post, and The New York Times.

She graduated from Virginia Commonwealth University with a Master of Science in strategic public relations and studied abroad in China (Beijing and Shanghai). She also holds a Bachelor of Arts degree in communication and leadership from Christopher Newport University (CNU) and a graduate certification in general management and public relations from the University of Maryland Global Campus. She holds an Accreditation in Public Relations (APR). She's taught several public relations courses at Virginia State University, John Tyler Community College, and VCU. She's been a guest lecturer at Howard University, Bowie State University, CNU, and North Carolina A&T University.

She's a proud member of Delta Sigma Theta Sorority, Incorporated. She is also an executive board member for the PRSA – Richmond Chapter, Jack and Jill of America, Inc. – Midlothian Chapter, VCU Robertson School of Media Arts and Culture, and the CNU Alumni Board of Directors.