

# SKYLAR GALLOP

Communications Strategist

Political Advocate

Trusted Storyteller

Pragmatic Leader



Skylar's diverse professional background pairs with her philanthropic and civic experience to create a truly unique skillset. Her deep understanding of community relationship building pairs with strong journalism, governmental relations, and management backgrounds to deliver an effective leader and coach, passionate about and successful in building stronger leaders and communities.

## COMMUNICATIONS STRATEGIST

- As a **podcast host** on the weekly interview-style show, *Hey Amarillo*, and seven years as a **journalist** sharpen her strategies for efficient and effective communication and storytelling. She approaches her messaging with fidelity and an equity lens.
- As **Communications Strategy Advisor** on a gubernatorial campaign, Skylar effectively tooled platform messaging to the various populations, media markets and events of a statewide political landscape.
- As **Communications Director** of a real estate development conglomerate, Skylar spent three years developing, deploying, and maintaining multiple brands and marketing campaigns across businesses and audiences.

## POLITICAL ADVOCATE

- Four years of **governmental relations** and political advocating for Texas public schools allowed Skylar to make policy and state governance accessible to her community partners.
- As an **advocacy director**, Skylar crafted and directed press events, working with elected leaders to increase impact and ensure baseline partners voices were the focus of media outlets.
- Skylar knows very well the nuanced skill of translating policy and power into action to mobilize her networks of stakeholders.

## COMMUNITY ORGANIZER

- Community organizing is at the heart of Skylar's body of work. She leverages her professional and personal endeavors to create opportunities that have resulted in measurable community impact.
- Skylar is oftentimes positioned to convene tables of influence and expertise around an issue. She works across sectors and populations to ensure equitable representation and thoughtful collaboration.
- As a **board president** of a leadership development organization, Skylar created, implemented, and maintained programs geared toward identifying, educating, and placing young leaders in positions of influence across local sectors.

## PRAGMATIC LEADER

- Skylar's work as a **project manager** and **organizational specialist** allowed her to use her skills to implement cross-business structures and **team management** strategies among diverse employee-partner teams.
- Appointed to multiple mayoral council of stakeholders, Skylar is highly-valued as a team asset always ready to challenge status quo and ask the questions that get to the root of an issue.
- Skylar's work as a **strategy consultant** positions her to develop and implement integrated strategies across nonprofit and for-profit organizations, political and campaign efforts, and communications and fundraising initiatives.

## WORK

- SG Consulting
- Host, *Hey Amarillo* podcast
- Raise Your Hand Texas
- The Williams Group
- U.S. Rep. Steve Pearce
- KLTN News
- KSAN News

## SERVICE

- Panhandle Plains Red Cross
- Amarillo Parks & Recreation
- Elevate Amarillo
- Amarillo Area Foundation
- Amarillo Angels
- United Way
- Habitat for Humanity

## CIVIC, AWARDS & CERTS

- '24 B&E Advocate of the Year
- '23 Amarillo Citizen on the Move
- Mayoral appointments: City Plan 2045 Steering Committee, Partners for Development Progress
- '22 Top 20 Under 40 Recipient
- Rethinking Racism
- Art of Transformational Coaching

*The purpose of life is to discover your gift. The work of life is to develop it. The meaning of life is to give it away. - David Viscott*



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References Available Upon Request