

**Public Policy Institute Session 5: Advocacy in Action**  
**Guest Speaker: Rasheedah Thomas**



Rasheedah Thomas is the woman you hire when you are ready to nail down your messaging, raise your profile, and brand yourself or your company as an expert in your field. Rasheedah is a passionate communications strategist who believes that good communication is great for business. She is a highly sought after advisor to policymakers, business leaders, and changemakers on strategic communications, media relations, and branding strategies.

An entrepreneur for almost a decade, Rasheedah departed the strategic communications firm she co-founded, and founded Emerald Digital Solutions in 2021. EDS is a Woman and Minority owned digital agency that combines strategic communications and digital marketing to help clients craft sophisticated messages, identify the right channels, and execute a strategy that supports positive business outcomes. Rasheedah has advised clients like the Congressional Black Caucus Institute, Southeast Crescent Regional Commission, South Carolina Primary Health Care Association, American Molecular Laboratories, National Alliance for Public Charter Schools, and Protecting Our Vote PAC.

Rasheedah is often asked to provide communications training for organizations like Higher Heights for America, WEPOWER, Junior League of Los Angeles, Temple University, and the Congressional Black Caucus Institute.

As the Vice Chair of the Board of Directors of the Women's Congressional Staff Foundation, Rasheedah works to not only increase staff diversity on the Hill, but create a pipeline to foster more diversity in Hill leadership positions. She is a member of Washington Women in Public Relations and was selected to join Politico's Women Rule advisory group as one of its first members. She is a proud native South Carolinian, alumna of Howard University, and a novice golfer.