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FOR IMMEDIATE RELEASE

Xavier University of Louisiana Announces Appointments and Promotions

New Orleans, La – Xavier University of Louisiana recently announced new appointments and internal promotions. **Ashley Irvin** has been promoted to Assistant Vice President of Marketing and Communications; **Jourdon Ferdinand** to Interim Sr. Manager Marketing and Communications; **Chelsea Cunningham** to Manager of Communications and Media Relations; **Regina Reyes** to Marketing and Communications Specialist for Academic Affairs; **Kai Rhea** to Manager of Website Content, Development & Design; New appointments include **Brhea Washington** selected as the BUILD Marketing and Communications Specialist; **La'Shance Perry** selected as Student Affairs Marketing and Communications Specialist; **Maxie Birch** selected the Administrative and Procurement Assistant; In the Office of the President, **Victoria Alexis** has been appointed as the Community and External Affairs Manager and **Timothy Ambrose** selected as the Presidential Fellow for the President's Office. These positions report to the Vice President and Chief of Staff Patrice A. Bell.

"It is with great anticipation that I welcome or promote these bright and experienced team members," stated Vice President Bell. Adding, "This group of talented individuals brings new and innovative perspectives and will assist in sharing the Xavier story across a multitude of formats and internal and external stakeholder groups."

Ashley Irvin, MBA

Assistant Vice President of Marketing and Communications



Ashley Irvin joined the institution in 2018 and was quickly recognized as a rising leader in the department serving a myriad of roles. In her new role, Irvin will oversee all aspects of Xavier's marketing and communications efforts including leading marketing strategies, media outreach, advertising campaigns, social media, community relations, and branding implementation for the organization.

Prior to this appointment, she served as the director of the Marketing and Communications Department, the communications and external affairs manager for Xavier University's Office of the President and as a BUILD marketing and communications specialist. Ashley Irvin has a Bachelor's degree in Mass Communication from Loyola University, New Orleans and an MBA from the University of New Orleans.



Jourdon Ferdinand

Interim Sr. Manager Marketing and Communications

Jourdon Ferdinand leads the Marketing and Communications Department web team as the Manager of Website Content, Development, and Design. Born and raised in New Orleans, LA, Ferdinand deeply believes in Xavier's dedication to eXcellence and making a difference within the local community. He is a St. Augustine High School alumnus and received his B.S. in Computer Information Systems from Nicholls State University. Ferdinand joined the Xavier team in June 2019, serving as the web design and digital media specialist.



Chelsea E. Cunningham

Manager of Communications and Media Relations

Chelsea E. Cunningham joined Xavier in January of 2020 as an award-winning marketing and communications professional serving as the account executive for Academic Affairs. As a specialist, she led XULA's Marketing team in securing more than 19 international, national and local digital, public relations and social media campaign awards.

In her new role as manager of communications and media relations, she will oversee communications to media, manage content initiatives and other communication channels including university publications, marketing campaigns and filming productions. Inducted into the Loyola University of New Orleans Hall of Fame, Cunningham graduated in 2016 with a B.A. in Strategic Communication and a minor in marketing.



Regi Reyes

Marketing and Communications Specialist for Academic Affairs

Regi Reyes joined Xavier as the BUILD communications specialist in January 2020 and began her new role as the Marketing and Communications Specialist in September 2021. Reyes will lead the strategic communications efforts for Academic Affairs' departments and partners in her new position. Before joining the Marketing and Communications Department, Reyes served as the public relations coordinator at the Harry Tompson Center, a nonprofit serving individuals experiencing homelessness in New Orleans. She graduated from Loyola University New Orleans in 2016, receiving her bachelor of arts in Mass Communication, Public Relations, with a minor in Sociology.

Kai Rhea

Manager of Website Content, Development & Design



Kai Rhea joined Xavier in October of 2020 as the web content specialist for the MCD prior to his promotion. He is an alum of East St. John high school and has furthered his career by going to Nicholls State University. There he received a bachelor's degree in Computer Information Systems accompanied by a minor in accounting. Kai began his career with True Care Technology as an IT technician where his attention to detail and work ethic set him apart. He continues to show his excellence through immense motivation and an original mindset.

Brhea Washington

Communications Specialist for BUILD



Brhea Washington officially joined the Xavier University of Louisiana family as the marketing and communications specialist for BUILD. Washington will be responsible for developing and implementing a comprehensive communication plan promoting the activities of the National Institutes of Health (NIH) funded Building Infrastructure Leading to Diversity (BUILD) Program. The New Orleans native will coordinate marketing and communication messaging for BUILD across media channels and audiences.

Before joining Xavier, Washington served as a writer, developing content for a Where Y'at Magazine and other online publications. Washington holds a bachelor of arts degree in English Literature from Louisiana State University.

La'Shance Perry

Marketing and Communications Specialist for Student Affairs



La'Shance Perry is a Xavier alum and experienced multimedia content creator born and raised in Cincinnati, Ohio. Driven by her love of storytelling, she takes pride in providing the best media content possible. As the marketing and communications specialist for Student Affairs, her responsibilities include maintaining the university's brand and marketing student affairs initiatives, programs and events. Perry is a recognized cum laude graduate from Xavier University of Louisiana with a bachelor's degree in Mass Communication. She is also a published writer and photographer with work featured in Data News Weekly and the Ogden Museum of Southern Art.

Maxie Birch

Administrative and Procurement Assistant

Maxie Birch serves as the administrative and procurement assistant supporting the Marketing and Communications Department. Her role includes overseeing the departmental budget, securing necessary supplies and serving as the office manager for the Marketing and Communications Department,

partnerships and operational initiatives and efficiencies for the Marketing and Communications Department.



Office of the President New Appointments

Victoria Alexis

Community and External Affairs Manager



Victoria Alexis is the Community and External Affairs Manager at the Xavier University of Louisiana. She leads the implementation of institutional strategies that drive public engagement and affinity, energize the XULA mission, and create institutional value to build impactful global change. Her responsibilities include coordinating all communications, messaging, and branding for the Office of the President. She has over a decade of experience in executive-level communications, event strategy, messaging, and content marketing plans.

Victoria holds a Bachelor of Arts in Public Relations from Tulane University.

Timothy Ambrose

Xavier University Presidential Fellow



Timothy received a Bachelor of Arts from Xavier University of Louisiana in Political Science and Business Administration. Timothy recently served as a mitigation specialist at the Louisiana Center for Children's Rights where he was part of a legal defense team that provides client-centered representation to children challenging the justice system.

In his new role as the presidential fellow in the Office of the President, Timothy will provide support in a variety of areas including, legislative and governmental affairs, community relations, and on special projects for the President and Vice President of Administration/Chief of Staff.

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About Xavier University of Louisiana

Xavier University of Louisiana, America's only historically Black and Catholic University, is ranked among the top three HBCUs in the nation. Recognized as a national leader in STEM and health sciences, Xavier produces more African American students who graduate from medical schools each year than any other university in the United States. Additionally, Xavier's College of Pharmacy is also among the top producers of African American pharmacists in the country.

*Established in 1925, by Saint Katharine Drexel and the Sisters of the Blessed Sacrament as a place for African-American and Native Americans to receive quality education, Xavier has since expanded its programs in art, business, education, biological sciences, chemistry, pharmacy and political science. More recent additions in robotics, bioinformatics, engineering, data science, neuroscience and genetics, in addition to new STEM-based master's programs, have provided Xavier students (2815 undergraduates and 787 graduates) an unbeatable combination of traditional classroom study, hands-on research, service-learning opportunities and life experiences. Xavier students collaborate with world-renowned faculty, who are experts in their fields, to produce award-winning research and notable work. **The winning Xavier formula is to provide students with a well-balanced curriculum and an environment that nurtures their intellect and feeds their souls, thereby facilitating a more just and humane society for all.***

For more information about Xavier University of Louisiana, visit us online at www.xula.edu or follow us on [Facebook](#), [YouTube](#), or [Twitter](#) @XULA1925. To book interviews and/or to speak with our experts in the field of pharmacy, education, premed, public health, science, technology, math, business, English, communications, and the arts, contact Chelsea Cunningham at (504) 520-5425 or ccunnin@xula.edu.