

Derrick Alan Higgins

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Portfolio: <https://www.beachdawgcare.com/derrick-advocacy>

Professional Summary

Communications and community outreach professional with a background spanning broadcast media, event promotions, retail leadership, real estate, wellness education, and service operations. Known for inclusive, client-centered support, fast-paced coordination, and clear communication across diverse communities. Experienced in public-facing roles, stakeholder engagement, scheduling, documentation, and coordinating details under deadline.

Core Competencies

- Event logistics and community engagement
- Fundraising support and donor/partner relations
- Front desk and customer service excellence
- Intake, documentation, and confidentiality
- De-escalation and conflict resolution
- Volunteer, team, and vendor coordination
- Outreach messaging, social media, and digital content
- Scheduling, calendar management, and follow-through
- Training, coaching, and supportive communication
- Strong public speaking and on-air presence

Professional Experience

Founder and Owner

2022-Present

Beach Dawg Care® | Fort Lauderdale, FL

- Direct daily operations including scheduling, client communication, documentation, and service quality.
- Create outreach and awareness content across website and social channels with a focus on community trust.
- Maintain current pet safety credentials and background screening documentation.

Licensed Real Estate Agent (Florida)

2013-Present

Beachfront Realty Inc. | Fort Lauderdale, FL

- Coordinate client communications, documentation, deadlines, and vendor scheduling for transactions and showings.
- Build relationships and marketing materials while managing details under time-sensitive conditions.

Registered Yoga and Meditation Teacher (Yoga Alliance RYT 200)

2017-Present

Independent Instructor | Fort Lauderdale and Miami Beach, FL

- Lead Power, Vinyasa, and Yin classes and meditation with inclusive, supportive communication.
- Facilitate wellness education and group experiences that prioritize safety, calm, and community connection.

Store Management

2008-2013

Banana Republic, Gap, and Quiksilver | Miami Beach, FL

- Led high-traffic retail operations including scheduling, customer service, cash handling, and floor leadership.
- Trained and coached teams to meet sales goals while maintaining brand standards and a welcoming environment.
- Managed inventory flow and resolved issues quickly to protect customer experience.

Additional Experience

Owner, Event Promotions and Artist Management

2005-2008

Perpetual Vibe, LLC | Miami Beach, FL

- Produced and promoted live events including venue coordination, timelines, and on-site execution.
- Managed partnerships, marketing outreach, budgets, and vendor coordination under deadline.

A&R and Producer

2004-2005

KatzCity Records | Charlotte, NC

- Supported artist development through scouting, relationship management, and project coordination.
- Coordinated recording and production workflows and assisted with promotional planning.

On Air Personality, DJ, and Programming

1999-2004

iHeartMedia WEND 106.5 The End | Charlotte, NC

- Delivered live broadcast content and supported community appearances, promotions, and event activations.
- Collaborated across teams to meet daily deadlines and maintain consistent audience engagement.

Morning Show Assistant Producer

1999-2000

CBS Radio WNKS Kiss 95.1 (Ace and TJ Show) | Charlotte, NC

- Assisted with daily show production, guest coordination, segment planning, and time-sensitive content needs.

DJ and Programming Staff

1996-1999

WASU 90.5 FM | Boone, NC

- Hosted programming and supported station operations while developing strong communication and teamwork skills.

Education

Appalachian State University, Boone, NC

B.S. Communications (Electronic Media TV and Radio Broadcasting)

Minors: Psychology and Sociology

Certifications and Credentials

Yoga Alliance Registered Yoga Teacher RYT 200,
2017-Present

Power Yoga, Vinyasa Yoga, and Yin Yoga Certified

Vedic Thai Yoga Bodywork Training

Aromatherapy Training

Chromatherapy Training

Music Healing Practitioner

Certified in Pet First Aid and CPR for Pet Care

Background Check: AccuTraq Background Screening (current)

Licensed Real Estate Agent (Florida)

National LGBT Chamber of Commerce: Certified LGBT
Business Enterprise (LGBTBE)

Professional Affiliations

Greater Fort Lauderdale LGBT Chamber of Commerce, Member

Wilton Manors Business Association, Member

Technical Skills

Google Workspace and Microsoft Office including spreadsheets, calendars, and document management

CRM and database tracking, email outreach, and report-ready documentation

Social media and digital content, website CMS, scheduling platforms, and rapid learning of new tools

Honors and Activities

Alpha Epsilon Rho (AERho), National Broadcasting Society, Aug 1997-Dec 1999

International scholastic honor society recognizing academic achievement in electronic media.