



ALPHA WOOLEN

CHIEF OPERATING OFFICER

SUMMARY

Renowned for her strategic acumen in political analysis and talent acquisition, with a distinguished background in public service, digital media content creation, and civic engagement across influential roles and educational pursuits.

FIELDS OF EXPERTISE

- Strategic Communication
- Political Consulting
- Public Policy Analysis
- Community Advocacy
- Governmental and Regulatory Affairs
- Campaign Strategy
- Legislative Affairs
- Leadership Development

LET'S TALK!

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BIOGRAPHY

As Chief Operating Officer of ROOTED Consulting Group, Alpha excels in shaping strategic direction, conducting political analysis, and driving talent acquisition.

Before joining ROOTED, Alpha built a robust career in public service and campaign consulting. She served as a Fairfax County commissioner on multiple influential boards, including the Small Business Commission, the Civil Service Commission, and the Juvenile & Domestic Relations Court Commission. Her work in these roles has given her extensive experience in policy development, community engagement, and navigating complex governmental processes.

In addition to her government work, Alpha has made a name for herself in digital media and content creation. She has collaborated with major organizations and influencers in the DC metropolitan area, lending her expertise to platforms such as What She Said Magazine and Inside Scoop TV, where she produced compelling content to raise awareness around political, social, and cultural issues. Additionally, she serves as Chair of the State and Local Affairs Committee within the Fairfax County Democratic Committee, and she is also a member of the Fairfax County Democratic Black Caucus.

Alpha is a proud graduate of Hampton University and is currently pursuing her Master's degree in Legislative Affairs at George Washington University, further enhancing her expertise in policy and legislative processes. Her commitment to professional development and civic engagement fuels her ongoing mission to advocate for and support underserved communities through strategic and impactful political work.

