



DeDreana Freeman, MPA

Executive Leadership | Municipal Elected Official | Non-Profit Administrator

EXECUTIVE LEADERSHIP PROFESSIONAL CAREER PROFILE

Mission-driven investment and public policy leader with over a decade of experience advancing affordable housing, community development finance, and investor relations. Proven ability to cultivate investor partnerships, manage LIHTC and community capital programs, and align capital deployment with measurable social impact. Experienced in fund structuring, due diligence, stakeholder engagement, and communicating investment performance across sectors.

Proven success in driving policy development, fostering collaborative accountability, and achieving program goals within tight timelines. Skilled in strategic planning, data analysis, and effective communication, with a track record of building impactful relationships with stakeholders. Municipal elected official with a wealth of expertise in public policy, finance, and community economic development focused on enacting meaningful change and advocating for constituents. Extensive background in project management, social advocacy, and strategic development, contributing valuable insights into policy-making processes at local, state, and federal levels. Committed to advancing equitable, sustainable solutions in education and community development.

HIGHLIGHTED SKILLS & EXPERTISE

LIHTC and Tax Credit Investment Strategy	Regulatory Compliance & Risk Mitigation
Investor Due Diligence & Capital Origination	Stakeholder & Government Relations
Fund Structuring & Portfolio Communication	Financial Modeling (Excel, SQL basics)
Affordable Housing & Community Development	Strategic Planning & Cross-Sector Partnerships

LEADERSHIP PROGRESSION

Elected Member of Durham City Council

2017 – Present

City of Durham - Durham, NC

Serve as a senior member of the Durham City Council, the legislative and policy-making body governing the city. Establish general city policies, appoint key officials, enact ordinances and resolutions, and approve strategic plans and budgets. Represent a medium-sized city with a population of 270,000 and approves an annual budget exceeding \$800 million. Elected in 2017 and re-elected in 2021 to continue advocating for the community's interests and welfare. Championed affordable housing policy and public-private initiatives, leveraging LIHTC, bond financing, and local investments to expand housing access. Engaged with developers, advocacy groups, and capital partners to shape land use, tax incentive strategies, and housing equity policy. Advanced regulatory and legislative solutions to align municipal finance priorities with state and federal affordable housing programs.

Director Partnership Development

2022 – 2023

CornerSquare Community Capital - North Carolina Rural Economic Development Center, Raleigh, NC

As Director Partnership Development responsibilities include:

Directed capital strategy and investor relations for \$40MM fund, supporting \$500MM+ annually in debt and equity across affordable housing and small business sectors. Originated and cultivated relationships with 55+ banks and 60+ CDFI/MDI partners nationwide, enhancing capital flow into underserved markets. Ensures compliance and oversees loan administration, managing a network of more than 55 banks in North Carolina and sixty CDFI and MDI partners nationwide. Supported fund offerings and due diligence processes by aligning partner strategies with risk mitigation frameworks and program goals. Led cross-functional efforts to ensure compliance, manage loan administration, and deliver reporting to institutional partners. Utilized blended finance models and credit enhancements to expand access to capital in under-invested communities. Delivered strategic market intelligence reports and investor updates, contributing to capital campaign planning and portfolio performance tracking.



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Consultant | Public Administration, Non-Profit Executive

2012- Present

DeDreana & Associates | CIP/ Full Measure / Clean Energy Durham / PEACH / ePRn - Durham, NC

Served as a strategic consultant for nonprofit, government, and advocacy organizations focused on community development, environmental health, media analysis, and transportation equity. Roles blended public engagement, grant compliance, data reporting, and cross-sector partnerships.

Director, Real Estate & Community Finance(CIP):

Oversaw real estate strategy and capital stack planning for multi-property development pipeline. Managed portfolio growth, public/private financing models, and investor/donor communications to support community ownership and equitable development in East Durham.

Organizational Restructuring & SOP Development (Full Measure, LLC):

Led business model realignment for an early-stage firm specializing in social impact services. Designed and implemented standard operating procedures (SOPs), finance workflows, and compliance protocols to increase operational efficiency and investor readiness.

Transportation Finance & Grant Management (Clean Energy Durham): Focused on transit & energy access.

Led planning and implementation of a regional transit awareness initiative through a federally funded grant at Clean Energy Durham. Conducted community outreach, analyzed transit demand, and ensured deliverables met federal reporting standards. Developed process improvements and delivered presentations to enhance participation across underserved neighborhoods. Designed performance frameworks and fiscal reporting systems for a federally funded mobility access initiative. Delivered presentations and managed community outreach to increase adoption and transparency in public-sector investments.

Policy-Driven Capital Investment (PEACH): focused on Healthy Homes & Environmental Policy.

Directed outreach strategy for the Healthy Homes Initiative in Durham County, establishing key partnerships for lead paint remediation and housing safety. Represented North Carolina's Department of Children's Environmental Health on the Lead and Healthy Homes Task Force, advocating for policy improvements. Directed resource planning and cross-agency collaboration for a countywide housing remediation effort. Engaged policymakers and community leaders to align environmental policy with capital deployment in high-risk housing zones.

Data Analysis & Stakeholder Reporting (ePRn): focused on media analysis & strategic communications. Provided

media impact analysis and strategic insights for public sector clients. Synthesized print and digital coverage trends to assess campaign effectiveness, develop advisory reports, and inform messaging strategies. Provided analytics and performance summaries to clients in nonprofit and advocacy sectors. Produced dashboards, reports, and briefings to guide fund development, communications, and strategic planning.

EDUCATION/CERTIFICATION

North Carolina Central University, Durham, North Carolina

Master of Arts in Public Administration

Rutgers University, New Brunswick, New Jersey

Bachelor of Art in Communication & Library Systems

PAST COMMUNITY INVOLVEMENT (SELECTED)

Durham County Early Childhood Action Team Member

CDC's Childhood Lead Poisoning Prevention Program – UNC Institute for the Environment Health Homes Trainer

North Carolina Department of Environment and Natural Resources - Childhood Lead Poisoning Prevention Program

Rutgers Alumni Association of Raleigh/ Durham

