

Delisha Upshaw

Director of Marketing and Communications
Charles H. Wright Museum of African American History
315 E. Warren Ave.
Detroit, MI 48201
313.494.5800
dupshaw@thewright.org

Expertise

“One of the main aspects of business is to treat people with kindness and respect, even when conflict arises,” said Delisha Upshaw, director of marketing and communications at the Charles H. Wright Museum of African American History. “Excellence has to be the goal, and you can’t achieve excellence if you don’t get along with your coworkers, your team.”

Upshaw graduated from Eastern Michigan University with a Bachelor of Arts in Public Relations and Communications in 2001, and later returned to complete her Master of Public Administration degree.

Upshaw’s morals and values have served her well, as she has had many great job opportunities that gave her tremendous experience, which would inevitably lead her to become the director of marketing and communications at the Charles H. Wright Museum of African American History, in August 2018. Some of Upshaw’s responsibilities in that role include institutional marketing, programmatic marketing and media relations. In the future, Upshaw would like to make the Charles H. Wright Museum a world-class institution, and to take the museum outside the walls of Detroit and to make it a national and international attraction.

Before Upshaw’s employment at the Charles H. Wright Museum, she was the vice president communications manager at GTB from December 2014 to July 2018. Some of Upshaw’s responsibilities were to manage all internal and external communications, including digital media, newsletters and intranet content, as well as to coordinate key social media activities from strategy development and content publishing to analytics and community engagement.

From October 2011 to December 2014, Upshaw was a senior associate of communications and public affairs for Ford Motor Co., where her responsibility was to direct all product communications in the markets of Africa, the Middle East, Puerto Rico, the Caribbean and Central America. Upshaw was also a marketing recruitment specialist at Henry Ford Community College from November 2008 to October 2011, where she utilized her creative instincts to design concepts, copy and campaigns for brochures, ads and other marketing collateral.

Before being offered these other positions, Upshaw founded and launched her own firm, Venture Management Associates, LLC, where she was the senior consultant from February 2006 to October 2011. Upshaw provided business solutions, including management, communications, fundraising, public relations and development consulting services for non-profit clients in the automotive and professional sports sectors.

Upshaw's first job after graduating from EMU with her bachelor's was at General Motors Minority Dealers Association, where she was the public relations manager from July 2002 to February 2006. At General Motors, Upshaw authored 90 percent of written correspondence for the executive director and president and wrote speech and presentation notes for board members. She also maintained key media relationships and created press releases, biographies and other PR materials.

Interests

Upshaw has accomplished a lot in her career, but she has also accomplished a lot personally. She has two children and tries to manage her time between work and motherhood, as well as time for personal agendas.

Upshaw is not all work and no play, in fact she likes to hula-hoop in her free time. She also loves movies and classic hip-hop; one of her favorite hip-hop artists is D-Nice.

Upshaw is a Jack and Jill mom. The Jack and Jill of America, Inc., is a membership organization of mothers dedicated to nurturing future African American leaders. She has also created a website, called greatnessforgirls.org. This website is dedicated to nurturing young girls to become more than what the media portrays women to be. Upshaw is also involved with the Detroit PR group and the Black PR group.