

# Sample Communications Exec

## Summary of Qualifications

As Executive Director of Communications, I direct media relations and devise strategic public relations campaigns that articulate my organization's messages. Whether through crisis management or proactive awareness campaigns, I manage digital initiatives using various media to provide comprehensive outreach to and engagement of stakeholders. As a team leader, I secure funding, advise senior management, and work with internal staff and outside vendors to coordinate resources and bring projects to fruition.

## Selected Accomplishments

- Restored Issaquah School District web development team's reputation within 9 months following failure to meet several deliverables by implementing project management protocols
- Won approval for \$533.5M school bond by leading voter awareness campaign through social media, widely distributed print infographics, speaking engagements, commercial spots in local theaters and press conferences
- Achieved participation rate of 11.1K unique users out of a potential 14.2K by eliciting online "Thought Exchange" opinions regarding a highly controversial school proposal
- Increased web traffic by 27% by redesigning Issaquah School District's annual community report and scorecard from a static web page to an interactive infographic
- Improved searchability of most requested pages by 17% on mobile devices by using web traffic analytics along with focus group research
- Developed a grass roots campaign that received widespread media coverage and that resulted in 50% of high school dropouts enrolling in a diploma program
- Reduced administrative costs of Washington School Public Relation Association's annual communication awards by transitioning from manual to cloud-based forum
- Won \$320K global grant from Rotary International Foundation to equip two operating rooms in a Nepalese maternity hospital
- Assisted medical team in performing over 200 cataract surgeries in makeshift conditions in a remote Ethiopian village

## Professional Experience

### Issaquah School District

2013 – present

#### Executive Director of Communications and Public Relations

- Trusted advisor to District CEO and CFO in proactive and reactive messaging to manage sensitive issues
- Spokesperson and strategist on media and public information responses
- Developer of intentional messaging (video production, digital publications) to communicate district's position on day-to-day and long-range issues
- Manager of content and development for websites, apps and other communication platforms, using analytics to drive traffic
- Writer, producer, on camera and voice over talent for corporate videos

### Kennewick School District

2003 – 2013

#### Director of Communications and Public Relations

(promoted from Community Education Coordinator in 2007)

- Served as media and public information spokesperson for 18,000+ student and 1,900 staff public school district
- Produced digital and print content for weekly TV and radio spots
- Represented District at Tri-City Area Chamber and Hispanic Chamber of Commerce, Rotary and other civic organizations
- Increased revenue by 22% in one year by developing three course catalogs per school calendar year

**Farmers Insurance District Office**

1999 – 2003

**Marketing & Training Assistant**

- Analyzed Tri-Cities insurance market to gather marketing research
- Worked on a campaign to reposition agency sales reps from sellers of a product into financial advisors
- Wrote action plans for new agents to articulate sales strategies

**Education / Training**

Northwest University  
MA – International Community Development

anticipated 2017

University of Washington  
BA – Communications

1992

Universal Accreditation Board  
Accredited in Public Relations

2011

Benton County Emergency Management  
Basic Public Information Officer Training

2009