

Client Name

Contact information

Summary of Qualifications

As a Communications and Marketing Director, I am a true generalist whose marketing campaigns, public relations, media relations, website, print and social media content development have earned quantifiable results. My ability to communicate complex subjects for mainstream audiences has led to greater visibility for my companies and their clients. By providing strategic direction to senior management, I build consensus that effects change.

Selected Accomplishments

- Selected by DNV (Advantica) to coach international client through crisis management issue
- Launched *Cable in the Classroom* campaign that turned around negative publicity about cable TV and demonstrated value of cable programming for students
- Greatly improved consumer perception of cable providers by establishing Informational Mediation Service to connect dissatisfied consumers directly with dedicated customer service team to resolve their issues
- Increased viewership by 100% by completely re-designing Noelker's corporate website
- Reduced trade conference costs by 50% for DNV through management of branding, promotions and logistics
- Managed statewide publicity book tour for PCN's major-market publication, *PCN Tours* that created greater awareness for the network's programming and public value
- Assumed public speaking role for PCN's *Speaker's Bureau* to upgrade cable's lackluster image
- Innovated marketing proposal that focused on knowledge-based proximity to win lucrative & prestigious design project for Noelker and Hull

Professional Experience

N & H Associates, Inc

2008 - present

Marketing Manager

(promoted from Marketing Coordinator)

- Upgraded marketing programs to current best practices by adapting Company culture through senior management buy-in
- Drove web traffic by distributing news releases via e-newsletter, which achieved regional and national print media coverage for Noelker
- Develop marketing collateral and advertising copy from conception through production
- Create messaging for corporate website
- Maintain active social media presence
- Produce Public Relations copy for media release

DNV GL (formerly Advantica, Inc.)
North American Marketing

2003 - 2007

- Developed communication messaging for Singapore-based client in on-site team strategy meeting
- Managed event planning and trade show logistics
- Wrote editorial and ad copy, marketing collateral, newsletters, trade journal articles for North American energy and water manufacturing markets
- Responsible for media relations/press releases
- Collaborated with global marketing team to develop strategies to market software products

Pennsylvania Cable Network
Network Promotion

1999 - 2003

- Developed statewide media relations to promote programming and event coverage
- Coordinated local and statewide radio advertising for program coverage

Rite Aid Corporation
Documentation Specialist

1998 - 1999

- Created comprehensive documentation for technical user manuals aimed at consumers as well as pharmacies, field support and internal development teams
- Developed written user documentation for PC and mainframe environments

Eagle Managed Care, a Rite Aid Company
Marketing Writer

1996 - 1998

- Implemented company's first internal newsletter
- Prepared comprehensive proposals for prescription benefit plans
- Developed marketing resources and sales and proposal support materials

Broadband Cable Association of Pennsylvania
(formerly Pennsylvania Cable & Telecommunications)
Associate Director of Communications

1993 - 1996

- Worked with outside agency to develop promotional advertising
- Created comprehensive crisis management plan
- Produced publicity and event promotion materials for membership and industry audiences

Education

Temple University
M.A. - Journalism, Public Relations & Advertising
Shippensburg University
B.A. - Communications & Journalism

Software Skills

Microsoft ® Office Suite, Acrobat ® , InDesign ® , Photoshop ® , SurveyMonkey ® ,
Constant Contact ® , MailChimp ® , Google Analytics