

Areas of Expertise:

Marketing (internal and external), Writing, Editing and Designing Publicity and Promotional/Marketing Publications; Public and Media Relations, Event Planning

Professional Experience:

LMS Creative Communications *Kent, Ohio*
 ● Public Relations Consulting – Marketing – Special Event Planning – Company Newsletter Copywriting – Brochure/Newsletter Layout & Design – Press Releases – Media Relations

Director of Marketing & Public Relations *GBBN Architects – Cincinnati, Ohio*
 Responsibilities included:

- Public Relations Plan/Crisis PR Plan development and execution of objectives.
- Internal/External communication: weekly, biweekly, semi-annually newsletters; press releases; media point-of-contact
- Special events coordinator: Open Houses, Company/Client functions, community-related fund raising campaigns (i.e., American Cancer Society, United Way, Fine Arts Fund)
- Writing and coordinating all project proposals – 500+ proposals prepared to date

Director of Public Relations & Marketing *Ashtabula County Medical Center – Ashtabula, Ohio*
 Responsibilities included:

- Overseeing departmental operations
- Public Relations Plan development and execution of objectives
- Served as reactive primary media spokesperson, responsible for developing media response strategy and development of integrated media relations program
- Handled complex releases, overseeing all aspects of media relations
- Primary departmental spokesperson, responsible for developing community relations programs that support Public Relations strategies
- Concept, layout and design of internal, external publications including quarterly community newsletter

Marketing and Public Relations Representative *Ashtabula County Medical Center – Ashtabula, Ohio*
 Responsibilities included:

- Wrote and designed internal and external publications: department brochures, weekly newsletter, monthly feature, as well as special press releases
- Developed and served as Coordinator of Health Talks Seminar Series
- Assisted in development of advertising campaign
- Assistant to Director of Marketing and Public Relations

Director of Business Development/Writer *ALLTEL Publishing – Hudson, Ohio*
 Responsibilities included:

- Served as Assistant to Vice President of Marketing and Sales
- Organized and maintaining database consisting of 670 prospective customers nationwide
- Researched and created promotional feature articles for over 390 telephone directories distributed throughout the US
- Conducted marketing surveys nationwide measuring customer satisfaction and product development
- Designed layout and wrote copy for monthly internal and external newsletters.

Educational Background

The University of Akron – Akron, Ohio

Master of Arts – Major – Communication - Public Relations/Marketing Research

Bachelor of Arts – Major – Business & Organizational Communications/Public Relations

Community Involvement

Kent Area Chamber of Commerce Member ✦ Board Room Group Member ✦ Stanton Middle School PTO ✦ University Woods Neighborhood Association Social Chair ✦ Society of Marketing Professional Services – Past Board Member ✦ American Cancer Society Relay For Life – Board Member ✦ Beta Theta Chi Fraternity (University of Cincinnati) – Former Public Relations Advisor