

Jody M. LoMenzo  
413 Stuart Circle, 6B  
Richmond, Virginia 23220  
804.347.9564  
[jolomenzo@yahoo.com](mailto:jolomenzo@yahoo.com)

**Overview:**

Well-qualified communications professional who has worked for Fortune 100 companies, start-ups, and non-profit organizations. Skilled in all aspects of public relations and marketing communications. Experience in healthcare, financial services, B2B, and consumer goods.

- Public relations: media relations and media training, strategic planning, issue management, crisis communications, investor relations, crisis communications, thought leadership program development, and speechwriting
- Marketing communications: Brand identity and research for brand platform, strategic plans for growth and new product rollouts, copywriter, creative conception, advertising channel strategy and budget guidance
- Experienced in internal communications: employee relations, team facilitation and change communications
- Online media: facile with online news and social media including Facebook, Twitter, LinkedIn, and blogging
- Strong writing skills, write and publish articles for corporate executives; former member of Writers Guild of America, East
- Successfully develop and manage execution of programs with quantifiable results

**Employment:**

**Point of View Public Relations LLC**

**Richmond, Virginia**

**October 2008 – Present**

**President**

Own and operate boutique PR/Marketing Communications firm providing a full range of services to companies and organizations. Clients served include: Genworth Financial, Virginia Cancer Institute, Waste Associates, East End Metals Recycling, East End Resource Recovery, Osteologix (pharmaceutical developer) Virginia Cancer Institute, Virginia Workers' Compensation Commission, Greater Richmond YMCA, 3north, Odell (architecture/design firm), and the Virginia Healthcare Foundation.

Create customized programs or single projects for clients based on desired outcomes. Manage consultants, creative teams, designers, and vendors. Research and write press releases, articles, and publications on topical matters of relevance and leadership positioning.

- Develop strong ties with senior leadership to create consistent messaging, voice, and credibility
- Interface with various internal teams to optimize research and PR/marketing opportunities
- Write blogs, by-lined articles, and other materials to better position leaders and business lines
- Interface and build trust with marketing, research, and other teams involved in overall strategic growth for clients

Web site: [www.pointoviewpr.com](http://www.pointoviewpr.com)

**Emanation LLC**

**Richmond, Virginia**

**March 2010 – Present**

**President**

Developed a unique company to help jobseekers create their own personal brand to make a lasting impression, in a highly competitive job market. Clients range from college graduates to C-level executives. Successfully prepared clients to improve interview techniques, presentation skills and learn how to do prospective employer research. Clients also received resumes tailored to specific job descriptions for search optimization. Work with a dedicated

team of consultants. Provided complimentary services to Longwood University for “Job Fair Boot Camp Training”.  
Web site: [www.emanationllc.com](http://www.emanationllc.com)

**Burson-Marsteller**  
**Richmond, Virginia**  
**2008**  
**Director, Media Practice, Richmond Office**

Served as director for the Richmond office of this global public relations firm. Provided counsel to Richmond-based Fortune 100 client and other Burson accounts. Assessed new business opportunities for Burson-Marsteller in the region; developed and pitched new business proposals. Created Central Virginia marketing plan to grow business. Initiated the integration of Burson-Marsteller into the business community through participation in Greater Richmond Chamber and other civic organizations. Managed staff of three. Office closed in 2008, due to the economic downturn.

**Wachovia Securities**  
**Richmond, Virginia**  
**2007 – 08**  
**Consultant, Communications**

Selected to lead change management communications and employee engagement for operations and field staff adapting to new call center environment and merger with AG Edwards. Utilized variety of communication vehicles and strategies to execute quantifiable results. Established integration communications strategies to migrate to new operational process in St. Louis, would become Wachovia Securities’ headquarters.

- Created key messaging
- Wrote updates to inform staff
- Developed events to motivate teams

**Insmed, Incorporated**  
**Richmond, Virginia**  
**2006 - 07**  
**Director of Corporate Communications**  
**& Investor Relations**

Directed Corporate Communications and Investor Relations for this NASDAQ-traded bio-pharmaceutical company. Served as company spokesperson to investor community and national media. Responsible for all internal and external communications, including highly visible patent litigation settlement. Company laid off more than 50% of staff after litigation, was delisted from NASDAQ, and suffered significant monetary losses.

- Responsible for dissemination of quarterly earnings release and conference call
- Maintained working relationships with top national press and placed stories with *Bloomberg*, *NYT*, *WSJ*, *CNN Money*, *San Francisco Chronicle*, *Richmond Times-Dispatch*, and industry trade publications
- Policy management – FDA, Congressional hearings
- Managed PR/IR firms, web design firm and advertising agencies
- Updated web site
- Monitored online investor blogs and chats and responded as necessary

**McKesson Corporation**  
**Director of Marketing Communications**  
**Richmond, Virginia**  
**2004 - 05**

Developed marketing communications strategy and managed initiatives for the medical-surgical business unit of this Fortune 100 Company. Managed marketing communications team of four. Responsible for integration of corporate brand guidelines and development of brand identity for the medical-surgical unit, national trade shows, collateral production, sales support, advertising and media buys, direct mail, catalog production, new product

branding and marketing, Internet/Intranet, and external communications, including media relations and crisis communications.

- Managed to budget (in excess of \$1.2m) and delivered projects on time
- Directed national media relations during recall of tainted flu vaccine McKesson had distributed nationwide.

### **Bon Secours Richmond Health System**

**Richmond, Virginia**

**Administrative Director, Marketing & Public Relations**

**2002 - 04**

Directed all internal and external communications and marketing initiatives for this non-profit health system comprised of four hospitals, physician practice groups, ambulatory surgery centers, school of nursing, home care business unit, diagnostic and radiology centers. Managed internal marketing services team and multiple ad agencies, research firms and public relations firms. Planned and managed budget in excess of \$3m. Directed staff of three internal reports and had oversight of external PR firm and advertising agency.

Served as primary media spokesperson and managed media relations program, including crisis communications. Provided oversight and guidance to community relations function, including issue management during St. Francis Medical Center anti-trust litigation against HCA.

- Created "Complete Health" brand identity for entire system with integrated advertising and communications plan and developed integrated multi-functional web site
- Developed brand roll out plan to engage more than 5000 employees to serve as ambassadors of "Complete Health" brand
- Increased awareness through branding campaign, using multiple marketing channels, by 60% in 8 months
- Contributed to increasing market share by more than 3% in less than 18 months

### **The Weland Group, Richmond, Virginia**

**Principal and Owner**

**1998 - 2001**

Owned and operated a full-service strategic communications firm providing public relations, marketing communications, media strategy, media training, board facilitation, issue management and crisis communications services to large and small companies. Clients served included: Virginia Department of Economic Development, Bon Secours, The Greater Richmond Chamber of Commerce/Workforce One, The Greater Richmond Partnership, Open Plan Systems, KBS Foods - Kathleen's Bake Shop Cookies, Ethyl Corporation, Reynolds Metals Aluminum Supply Co., and Luck Stone/HAR-TRU tennis courts.

### **White Oak Semiconductor (Infineon/Qimonda), Richmond, Virginia**

**Director of Communications**

**1996 - 98**

Created and implemented external and internal communications programs for this start-up \$1.5 billion joint venture of Motorola and Siemens, hailed as a benchmark facility for semiconductor manufacturing internationally. Directed crisis communications, community outreach, advertising, direct mail, strategic issues management, and international media coverage including *Wall Street Journal*, *Financial Times*, *Fortune*, *Richmond Times-Dispatch*, and industry trade pubs. Served as primary company spokesperson.

- Met with community during pre-construction to alleviate fears associated with plant
- Worked with local neighborhoods during major construction noise and traffic issues
- Planned and managed two grand opening ceremonies, one for elected officials, community leaders and global hi-tech executives, the other for employees and their families.

### **The Martin Agency, Richmond, Virginia**

**Director of Strategic Communications**

**1992 - 96**

**1989 - 92, Consultant**

Supervised Fortune 500 accounts for the public relations division of this internationally recognized advertising agency. Account supervisor for Motorola, White Oak Semiconductor, Amgen, AlliedSignal/Fram Oil Filters, FMC,

Amtrak, Wrangler, Columbia/HCA, Christian Children's Fund, Barnett Bank and Health-Tex. Directed client account teams. Provided internal and external affairs counsel, media relations strategy, government relations, integrated marketing communications plans, community relations and crisis communications support. Handled client project management from conceptualization to execution. Member of agency's integrated new business team. Managed multiple teams assigned to clients.

**Lomenzo-Bolstad Inc., Long Island, New York and Richmond, Virginia**

**President**

**1987 - 92**

Managed all phases of public relations projects—strategic plan, press material preparation, media placement, media training, and press conferences. Consultant to NY PR firms Hill and Knowlton, the Rowland Company, Barnum, and GTFH and the Martin Agency. Primarily served the consumer products and health care industries. Conducted media training seminars for corporate executives, physicians, and Miss Americas. Served as publicity tour manager for two Miss Americas.

**ABC-TV, New York City, NY**

**Producer/ Writer, 1983 - 87**

**News Editor, 1982- 83**

Emmy-nominated news producer and writer for WABC-TV, the ABC-owned and operated New York City flagship station, ranked #1 in the market. Special projects and political producer for ABC owned and operated stations for key special events, including presidential conventions, elections, and the 1984 presidential inauguration.

News editor/booker for *Good Morning America*. Responsible for monitoring overnight events and working with producers to reformat the show prior to going live. Majority of major stories broke in the Mid-East, in Lebanon, covering the U.S. Embassy attack, Syria and Israel.

**Broadcast Highlights:**

Emmy nomination (NY) for Outstanding News Broadcast, WABC-TV

CBS News, *Nightwatch*, New York City, NY, Associate Producer

Iowa Public Television, Award-winning documentary producer

**Education and Post-graduate training:**

**New York University, B.A., Journalism**

**Center for Creative Leadership**, North Carolina, completed nationally recognized Leadership Development Program

**Harvard Law School-MIT Program on Negotiation**, Certification in Issue Management

**National Investor Relations Institute**, Certificate in Strategic Investor Relations

**Other:**

**Longwood University Parents Council**, founding member (2008-2010)

**Greater Richmond YMCA**, Marketing Committee member, ongoing

**Hands on Richmond**, marketing committee member

**University Of Richmond**, Adjunct Instructor, Broadcast Journalism (1991-93)

**Moderator**, "Ask the Doctor" WRVA-AM. (1993-96) A weekly medical talk show

**Virginia Healthcare Foundation**, Pro-bono member of founding PR/MarCom committee

**Greater Richmond Chamber of Commerce**, marketing committee - past member