

## Profile

Communications specialist with proven success in public relations and marketing. Professional experience in media and community relations, advertising, creative and technical writing, special event coordination, volunteer management, presentational speaking, and crisis communication.

**Office of the Mayor, City of Wilmington, Delaware**      800 French Street, Wilmington, DE

**Director of Communications/Asst. Director of Communications**      *January 07—Present*

Member of Mayor James M. Baker's executive staff. Serve as media spokesperson for the City of Wilmington. Write and disseminate press releases and media advisories. Write personal correspondence from the Mayor. Help launch major policy initiatives (e.g. Delaware's first single-stream, curbside recycling program) and track legislation. Plan and organize media events and press conferences. Serve as Associate Producer and Co-Host of *Wilmington: In the Middle of it All* (the Mayor's television show). Serve as Coordinating Editor of *The Wilmington Times* (city employee newsletter). Help manage content on City's website. Serve as the Mayor's liaison at neighborhood association meetings. Helped develop and launch the City of Wilmington's new image/branding campaign.

**Co-Founder/ Producer/Director of Fringe Wilmington Festival**      November 08—Present

Created, organize, and produce the Fringe Wilmington Festival—Delaware's annual celebration of unconventional and experimental art. Designed the financial and logistical structure of the festival; assembled an advisory committee comprised of art administrators from over 30 arts organizations and artists; maintain a database of festival applicants and participants; craft annual marketing plan, including festival's creative campaign; coordinate every aspect of the event's execution—from festival schedule and venue recruitment to box office sales and after-parties.

**Delaware Department of Agriculture Forest Service**      2320 South DuPont Highway, Dover, DE

**Community Relations Officer**      *July 99—December 06*

Served as media spokesperson for the Delaware Forest Service. Wrote and disseminated press releases and media alerts. Planned and organized media events and press conferences. Coordinated annual educational programs, including Smokey Bear visits (grades K-1) and Arbor Day activities (grades K-5). Wrote, videotaped, and edited educational and marketing videos. Designed and maintained a series of interactive, educational displays comprising the Redden and Blackbird State Forests Education Facilities. Wrote and produced a variety of educational and promotional booklets, brochures, and reports. Planned and hosted large conventions for the U.S. Forest Service, the Northeast Forest Fire Supervisors, and the Northeast Area Association of State Foresters. Supervised large groups of volunteers for various office and field projects.

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**Delaware College of Art and Design**

600 North Market Street, Wilmington, DE

**Director of Communications**

*August 05—December 05*

Responsible for the development of the college's institutional image. Wrote and disseminated press releases; developed marketing schedule, managed advertising budget; updated website content, designed and implemented new electronic newsletter, wrote new student recruitment materials, revised portions of the school catalog; coordinated annual fundraising effort; served as representative of school on city revitalization committees; wrote grant narratives.

**Elwyn, Inc.** 111 Elwyn Road, Elwyn, PA

**Communications Specialist**

*May 98—June 99*

Developed image-building materials and initiated publicity programs for non-profit, human services organization. Wrote copy for all internal and external communications, including newsletters, brochures, annual reports, advertisements, press releases, media advisories, and public service announcements. Researched, scripted, and directed the in-house production of marketing videos. Expanded and maintained local and national media contacts.

**W.B. Saunders Company** 625 Walnut Street, Philadelphia, PA

**Copywriter/Project Coordinator**

*May 96—May 98*

Member of a six-person team responsible for writing all marketing-related materials for internationally renowned medical textbook publisher. Wrote back cover copy, catalogs, direct mail brochures, space ads, product information sheets, and marketing letters. Developed themes for advertising campaigns. Monitored the progress of advertising projects to meet production and mailing deadlines.

**Eye Care of Delaware** 4102 Ogletown Road, Newark, DE

**Marketing Director/Network Coordinator**

*November 93—May 96*

Developed and implemented yearly marketing plan for large medical practice. Wrote and designed display ads, press releases, radio spots, speeches, and patient information pamphlets. Also served as communications liaison between Eye Care of Delaware and The Eye Care Network, a group of independent optometrists in Delaware, Maryland, Pennsylvania, and New Jersey. Planned and coordinated continuing education classes, board meetings, community lectures, vision screenings, and social events. Helped establish a vision care discount program and organized a network of providers to compete for managed care contracts.

**Education**

*B.S. Communications/B.S. English, 1992*  
James Madison University, Harrisonburg, VA

**Software**

Microsoft Office; Adobe InDesign; Adobe Photoshop; Adobe PageMaker; Adobe Premiere

**References**

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