

Writer | Communications Specialist | Public Relations | Digital Marketing | Social Media

Professional Summary Dynamic communications specialist and public relations practitioner possessing strong writing skills with over fourteen years of established success writing for various mediums and platforms coupled with management experience. Proficiency in producing copy to meet the varying standards for print and online media. Demonstrated ability to effectively communicate at diverse levels and leverage key messaging.

Profile A creative, highly-organized, solution-oriented leader who meets deadlines and exceeds expectations. Amicable, flexible and versatile with the ability to communicate in a manner that transcends cultural variances. Competent and poised- able to maintain a sense of humor under pressure. Motivator with excellent team-building skills. Self-disciplined and highly productive working independently or as a team. Thrive on rising up to meet new challenges.

Education

<p>B.A. Degree in Communications Webster University, St. Louis, MO <i>Major in Public Relations</i> Graduated with Honors: Magna cum laude, Communications and Journalism Department Honors, Omicron Delta Kappa, Dean’s List</p>	<p>Honors 3.97 G.P.A.</p>
<p>A.A.S. Degree in Mass Communications St. Louis Community College, St. Louis, MO Graduated with Honors: Phi Theta Kappa, English Composition, Dean’s List</p>	<p>Honors 3.82 G.P.A.</p>

Computer and Technical Skills

- PC/Mac
- Adobe InDesign
- Adobe Suite-Misc.
- MS Power Point
- Video Production
- Internet/Web
- Adobe Photoshop
- Final Cut Pro
- MS Word
- Digital Photography
- Social Media Platforms
- Adobe Illustrator
- Vegas Movie Studio
- MS Excel
- SLR Photography
- FTP Applications
- Adobe Flash
- Sony Acid
- MS Publisher
- People Soft
- HTML Editors
- Adobe Acrobat
- Movie Maker
- MS Outlook
- JD Edwards

Professional Skills Overview

Writing Highlights

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|--------------------------|---|
| <i>Digital Writing</i> | • Develop, write and produce engaging content for digital production including: web content, e-releases, e-press kits, social media platforms, e-mail blasts, digital marketing campaigns and more. |
| <i>Content Writing</i> | |
| <i>Business Writing</i> | • Design, format and write content for a variety of print based business collateral including: press releases, press kits, brochures, newsletters, manuals, reports, proposals, forms, bios, mission statements and Power Point presentations. |
| <i>Copywriting</i> | • Conceptualize and write copy for various advertising and direct mail production. |
| <i>Technical Writing</i> | • Write, edit, format and produce manuals, instructions and diagrams. |
| <i>Scriptwriting</i> | • Scriptwriting for television and radio broadcast projects, e.g., commercials and PSAs.
• Scripting and editing for production of videos used for training, awareness, promotions, etc. |
| <i>Freelance Writing</i> | • Published freelance writer and columnist. Writer of cover stories, features, news articles and columns for various magazines and newspapers.
• Produce compelling copy for advertorials.
• Conduct research, interviews and fact checking to provide background to written content. |
| <i>Author</i> | • Author of a non-fiction, motivational book slated for publishing next year. Proofreading and editing. |
| <i>Miscellaneous</i> | • Experienced writing in AP style and MLA format.
• Published photojournalist. Supplied accompany photography for the aforementioned freelance assignments. |

Communications Highlights

- Social Media*
- Develop social media strategies and tactics.
 - Create, develop and implement viral social media campaigns.
 - Write digital content, upload images and manage various platforms, e.g., Facebook, YouTube, Twitter and so on.
 - Social media community engagement- moderate and admin information flow.
 - Search Engine Optimization (SEO)
 - Analytics- tracking and monitoring.

- Public Relations*
- Produce communications plans including the development of a crisis communications plan.
 - Develop public relations strategies, tactics and campaigns.
 - Cultivate positive internal/external company image and brand.
 - Leverage key messaging for share/stakeholders across multiple platforms.
 - Create public awareness, promotional and advertising campaigns.
 - Write and distribute press releases for online, print and broadcast media coverage.
 - Plan and coordinate special events for fundraisers, dinners, conventions and workshops.
 - Produce and submit Request For Proposals (RFPs). Prepare and give presentations RFP responses.
 - Video production, scriptwriting and editing for internal/external communications projects, presentations and training.
 - Prepare and provide informational presentations to internal/external audiences.
 - Create content and design Power Point presentations.

- Media Relations*
- Successfully pitch stories for segments to be aired on radio and television.
 - Proficient in developing media contacts and building long-term relationships.
 - Media spokesperson and media development including booking press conferences, preparing talking points, press kits and training company representatives for effective media interviews.
 - Establish and develop community relations and business partnerships.
 - Manage crisis communications with media outlets.

eMedia and Online Marketing Highlights

- Online Marketing
eMedia*
- Copywriting
 - Content development
 - Video, audio and content delivered via electronic devices
 - Search Engine Optimization (SEO)
 - Social Media Optimization (SMO)
 - Blogs & Forums
 - Online Display Advertising
 - Ad Banners
 - Email Marketing
 - QR codes
 - Web design and content management (HTML and CSS)

Management Highlights

- Management*
- Experienced in successfully managing a staff of more than twenty people.
 - Responsible for hiring, training, coaching, supervising and evaluating staff members.
 - Restructuring of departments to create efficiency and reduce operating costs.
 - Establish departmental policies and Best Practices.
 - Develop training methods and employ safety incentive programs to reduce injury claims.
 - Improve employee relations and increase retention.
 - Lead teams and chair committees.
 - Project management; ensure budget compliance, monitor production teams, consultants and vendors.
 - Corporate purchasing with 3-million budget; accounts payable and receivable.
 - Design and produce informational presentations to educate executives.
 - Negotiate client, media and vendor contracts.
- Entrepreneurial*
- Successfully owned, operated and managed three small businesses.

Employment History

Owner/Author/Writer	Butterfly Rising Productions, LLC- St. Louis, MO	Jan. 2009 - Present
Public Relations- Consultant	Rung, LTD- St. Louis, MO	Jan. 2013 - Ongoing
Corporate IT Communications	Maverick Tube Corporation a.k.a. Tenaris- Houston, TX	July 2005- Oct. 2007
Pet Activities Manager	Kennelwood Village Pet Resort- St. Louis, MO	July 2002 - July 2005
Director of Communications	A Work In Progress- St. Louis, MO	April 1997 - July 2005
Risk Manager	Station and President Casinos-St. Louis, MO	Sept. 1995- March 1997

Community Service and Pro Bono Endeavors

Since 2004, have served various boards for the City of Bridgeton via mayoral appointment. Currently hold a seat on the Board of Adjustments. Also offer my writing, communications and public relations expertise pro bono to support non-profits (i.e., animal welfare and advocacy organizations) with various projects and awareness campaigns.
