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**GENERAL QUALIFICATIONS**

- Strong communicator with deep and diverse experience translating high-level strategy into tactics that help organizations convey unique value, find their distinct voice and grow their resources in a competitive marketplace
- Agile and adaptable writer with skill and practice at carrying a consistent message through a variety of media, including publications, the web, video, speeches, proposals, scripts, internal communications and more
- Critical thinker who can quickly assimilate, synthesize and translate complex information to broad audiences and adapt messages to reach and motivate different customer segments
- Leader with affirmed ability to set a clear strategic path in the context of competing priorities, to find patterns amid complexity and build productive relationships across the organization and with external partners

**EXPERIENCE AND ACCOMPLISHMENTS**

**United Way of the Greater Capital Region, Albany, NY**

2009 – present

**Director of Marketing and Communications**

- Frame United Way's community impact mission to align with motivations of donors, volunteers and partners; manage messages and channels (print, web, video, advertising, social media, events, public relations) to ensure the organization's initiatives are perceived as valued products that attract financial and other investment.
- **Accomplishments:** Assumed leadership after a three-month gap in marketing staff to meet tight deadline for collateral to support \$5 million campaign; realigned web structure and content to meet customer needs; created style guide to increase organization's capacity to crisply express features, benefits and outcomes; launched e-news and social media strategy; linked sub-initiatives with overall United Way mission to increase brand cohesion and stature.

**Franklin Pierce University, Rindge, NH**

**Director of Marketing and Communications (3 yrs.), Consultant (1 yr.)**

2005 - 2009

- Led marketing effort to strengthen recruitment and fundraising for an entrepreneurial college making the transition to university status; managed communications to support college's expansion into new markets and launch of a capital campaign; oversaw publications, advertising, media relations, web development and strategic messaging; provided high-level counsel to president and senior staff; served as editor, project manager and primary writer for alumni magazine; served as university spokesperson; hired team of two assistant directors and administrative support.
- **Accomplishments:** Guided institutional messaging through transition to university status; managed external partners for rebranding project and new web site; developed new crisis communications plan; successfully guided institution through a series of highly sensitive and complex public relations challenges and opportunities; streamlined processes for newsgathering and dissemination; managed largest marketing department in college's history.

**Mount Ida College, Newton, MA**

**Associate Director of Communications**

2004 - 2005

- Managed publication production, advertising and media relations for a suburban Boston college seeking to secure a new market position; served as web manager and marketing liaison for faculty and administrators; collaborated on brand evolution with Dean of Admissions and Vice President for Enrollment Management and Marketing; directed photo sessions to enhance institution's image library.
- **Accomplishments:** Oversaw writing, design, production of a new recruitment publication suite and annual report; managed multiple vendor relationships to achieve a critical balance of in-house expertise and external services.

**Bridgewater State College, Bridgewater MA**

**Public Affairs Writer**

2003 - 2004

- Conducted research and wrote news and features for web, alumni magazine, annual report and academic brochures; advanced college's image through strategic messaging; built productive relationships with faculty and administrators.
- **Accomplishments:** Participated on two-person team that developed the concept and content of an award-winning annual report; wrote complex and comprehensive cover stories for alumni magazine; contributed to high volume of news and feature stories generated by Public Affairs Office; created key message measurement tool to ensure Public Affairs writing supported the college's Mission Implementation Plan.

## Old Colony YMCA, Brockton, MA

### **Vice President of Marketing and Media Relations**

2000 - 2003

- Managed all aspects of marketing for a \$30 million multi-division YMCA association; wrote, designed publications; developed two web sites; created and purchased ads; oversaw media relations; wrote speeches for senior management and volunteers; planned events including annual meetings; led volunteer marketing committee.
- Accomplishments:** Created association's first web site; launched successful direct mail campaign; credited with significantly raising association's public image and gaining consensus and efficiencies among dispersed departments.

## United Way of Dutchess County, Poughkeepsie, NY

### **Director of Communications**

1997 - 2000

- Customized national rebranding initiative for the local market; designed and wrote donor communications, impact reports and fundraising materials for \$5 million annual campaign; designed, purchased ads for print, radio and television; ensured frequent, accurate, image-enhancing media coverage; trained staff and volunteers to deliver a unified message in fundraising appeals and to effectively communicate non-profit agency outcomes.
- Accomplishments:** Contributed to largest annual campaign increase in 12 years; marketing plan and style guide were distributed as statewide models; formally recognized by peers in New York metro region for brand management; secured donated advertising and photography; selected to serve as co-chair of Statewide Marketing Task Force.

## Bowery Mission / Christian Herald, New York, NY

### **Manager of Communications and Public Awareness**

1994 - 1997

- Wrote, designed donor communications; developed foundation proposals; placed stories in local, regional and national media; created crisis communications plan; trained staff in image stewardship; provided media coaching; wrote president's letter to key donors; managed video projects from concept to scripting, shooting, post-production.
- Accomplishments:** Wrote proposals that helped secure \$100,000+ in new funding; significantly increased agency's news coverage, which included segments on *CBS This Morning* and CBS Radio's *Osgood File* and a letter to the editor in the *Wall Street Journal*; managed successful video PSA campaign in competitive New York media market.

## **JOURNALISM EXPERIENCE**

### Poughkeepsie Journal, Poughkeepsie, NY

#### **Municipal Beat, General Assignment and Regional Transportation Reporter**

1989 - 1994 (two years freelance)

- Wrote news, features and analysis pieces under daily deadlines.
- Accomplishments:** Wrote front-page Sunday features; promoted to cover region's largest school district.

### The Register Citizen / State Line Free Press, Torrington and Canaan, CT

#### **General Assignment Reporter**

1988 - 1989

- Wrote news, features, took photos for daily and weekly newspaper; engaged with community to develop story ideas.
- Accomplishments:** Solely responsible for managing all aspects of the news bureau during a staff shortage.

## **AWARDS AND HONORS**

- 2011 media relations program for United Way financial stability initiative received Capital Region PRSA Empire Award
- 2010 United Way campaign brochure chosen as finalist, non-profit category for Capital Region PRSA Empire Awards
- Collaborated on concept and writing of Bridgewater State College 2004 Annual Report, which won a national bronze award in the annual Admissions Advertising Awards sponsored by *Admissions Marketing Report*
- Second, third-place divisional awards for web site, radio ad in 2000 United Way National Communications Contest
- Brand Management citation from United Way of Tri-State (metro New York) for 1998 marketing plan and execution
- Two first-place awards, for Bowery Mission brochure and newsletter, in IUGM 1995 Communications Competition

## **EDUCATION**

**MBA** | University of Maryland, University College | Phi Kappa Phi Honors

**BA**, Journalism; **BA**, Russian; **Minor Concentration**, Linguistics | University of Rhode Island | Phi Beta Kappa