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GENERAL QUALIFICATIONS

- Broad and deep experience in strategic communication, integrated marketing and brand management
- Disciplined leadership that helps organizations deploy finite resources to gain competitive advantage
- Affirmed ability to motivate and align work teams to achieve departmental and organizational goals
- Success in translating institutional distinctions into persuasive messages that attract customers, financial resources
- Ability to quickly assimilate, synthesize and communicate complex information to diverse audiences
- Experience managing concurrent projects, balancing priorities and building productive internal, external relationships
- Skill in helping organizations and individuals find their voice in a crowded marketplace and convey unique value

EXPERIENCE AND RESULTS

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 collaborative partners; manage messages and media (web, print, video, events, public relations) to ensure United Way's community initiatives are perceived as valued products that support fundraising and engage stakeholders.
- **Accomplishments:** Assumed leadership after a three-month gap in marketing support to meet tight deadlines for campaign fundraising materials and to align web structure and content with campaign themes; worked with staff to move the organization toward crisply expressing features, benefits and meaningful outcomes to key audiences; created disciplined strategies for synergistic communications to reinforce messages among customer segments.

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 strategies to support the launch of a capital campaign and expansion into new markets; oversaw publications, advertising, media relations, web development and institutional messaging; provided frequent communications counsel to president and senior staff; served as editor and primary writer for alumni magazine; functioned as university spokesperson; hired, supervised team of two assistant directors and administrative support.
- **Accomplishments:** Guided institutional messaging through successful transition to university status; managed external counsel to complete rebranding project and new web site; wrote new crisis communication plan; effectively managed institution's public image through a succession of sensitive and complex challenges and opportunities; streamlined processes for newsgathering; managed largest communications staff in institution'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 administration; collaborated on brand evolution with Dean of Admissions and Vice President for Enrollment Management and Marketing.
- **Accomplishments:** Oversaw writing, design and production of new recruitment publication suite; managed multiple vendor relationships to achieve an effective balance of in-house expertise and external services.

Bridgewater State College, Bridgewater MA

Public Affairs Writer

2003 - 2004

- Wrote news and feature articles for web, alumni magazine, annual report and academic brochures; advanced college's image through strategic reporting; 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 annual record number of news and feature stories generated by Public Affairs Office; created measures to gauge focus and frequency of key messages and to ensure Public Affairs writing supported the College Mission Implementation Plan.

Old Colony YMCA, Brockton, MA

Vice President of Marketing and Media Relations

2000 - 2003

- Managed all aspects of marketing for \$30 million multi-division YMCA association; wrote, designed publications including annual report; developed two web sites; created, purchased ads; oversaw media relations; wrote speeches for CEO, key leaders; planned annual meetings; led committee of volunteers to gain additional marketing resources.
- **Accomplishments:** Created association's first web site; launched successful direct mail campaign; credited with significantly raising association's public image and gaining consensus / 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, annual reports and pledge materials for \$5 million annual fundraising campaign; designed, purchased ads for print, radio and television; ensured frequent, accurate, image-enhancing media coverage; trained staff and volunteers to deliver fundraising appeals and communicate human service agency outcomes.
- **Accomplishments:** Contributed to largest annual campaign increase in 12 years; marketing plan and style guide were selected as statewide models; recognized by peers in New York metro region for effective brand management; secured donated advertising and photography from local paper; served 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 the local, regional and national media; created crisis communications plan; trained staff in public image stewardship; wrote president's letter to key donors; coached staff for media; 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 complex analysis pieces under tight 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 and features for both daily and weekly newspapers; took photos to accompany articles.
- **Accomplishments:** Was solely responsible for managing all aspects of the news bureau during a staff shortage.

AWARDS AND HONORS

- 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 City) for 1998 marketing execution
- First-place awards for Bowery Mission brochure and newsletter in IUGM 1995 Communications Competition
- Consistently high ratings for presentations and workshops at regional marketing conferences

EDUCATION

MBA ▪ University of Maryland - University College
BA in Journalism; BA in Russian; Minor Concentration in Linguistics ▪ University of Rhode Island
Graduated with High Distinction, Phi Beta Kappa