

EXPERIENCE

SENIOR DIRECTOR, PUBLIC RELATIONS

San Francisco, CA

12/2014 – present

- Develop and maintain effective working relationships with leading community and governmental groups and individuals
- Lead strategy and execution for launching and supporting new content initiatives
- Provide leadership in messaging and communication strategy and implementation during emergency events
- Measure success and track impact and outcomes of strategic messaging and communication strategies
- Provide leadership in the planning, development and direction of communication strategies of current and anticipated scenarios
- Work with campus safety and facilities departments in campus-wide emergency drills and planning
- Develop positive messaging through various channels to create awareness and support of the Comcast brand with key influencers

SENIOR MANAGER OF PUBLIC RELATIONS

Los Angeles, CA

01/2009 – 10/2014

- Lead and manage all press outreach and inbound management – write press releases, lead press briefings, seek opportunities and manage challenges
- Develop company wide and initiative level scorecards to improve the effectiveness and efficiency of our PR strategies
- Work with marketing writers and PR external agencies to develop, solicit and place contributed articles, bylines, editorials and other key mentions
- Maintain strong relationships with key press, especially within the tech and business media, to aide in product and feature story placement, executive profile placement, and more
- Create, implement and lead external pro-active communication initiatives, messages, equity/positioning and programs that support and align the company's communications and brand goals with company goals and objectives
- Establish operational objectives and work plans
- Develop and manage relationships with key partners and flagship stores in all regional markets

PUBLIC RELATIONS SENIOR MANAGER

Houston, TX

01/2006 – 07/2008

- Oversee and manage department logistics for maximum efficiency—mailing list creation and maintenance, monthly mailings, email blasting, tracking press coverage
- Handle day-to-day activities of the PR Department, serving as a strategic partner to the publishing and editorial arms of the brand
- Managing internal public relations resources (staff, budgets) to ensure balance across business priorities and maximum ROI
- Handle day-to-day activities of the PR Department, supporting the publishing and editorial arms of the brand
- Coordinate broadcast segments and print interviews: talking points, research, spokesperson preparation, props, etc
- Secure executive speaking engagements; coordinate award submissions; increase overall visibility within industry
- Coordinate TV segments and print interviews: talking points, research, spokesperson preparation, props, etc

EDUCATION

SETON HALL UNIVERSITY

Bachelor's Degree in Journalism

SKILLS

- Ability to work in a fast-paced entrepreneurial environment with a strong sense of urgency
- Ability to influence, guide and motivate with tact, reasoning and sensitivity
- Ability to write creative, compelling and grammatically correct copy that incorporates the key message
- Articulate communicator; capable of formulating a clear point of view on complicated issues and then able to create a concise and well-written narrative to express it
- Reputation for having excellent interpersonal skills, especially in dealing with the senior management teams, internal clients and other key constituents, both internal and external to the company
- Ability to link programs and messages to the company's goals, brand and strategies
- Excellent organization and project management skills
- Ability to balance strategy, planning, content creation and project execution