

# Lisa Saunders

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**SUMMARY:** Writer, publicist and TV talk show host.

**EDUCATION:** Cornell University, Ithaca, NY, B. S.: Business Management and Marketing

## PROFESSIONAL EXPERIENCE

**Independent writing/publicity consultant,** Nov. 2010 – Present

New England/New York media and networking consultant. Write press releases, biographies, and marketing materials for clients that include:

- National Field Service Corporation
- State University of New York at Rockland
- *Pathfinder: A Companion Guide for the Widow/er's Journey*
- Daughters of the American Revolution (Groton Chapter, volunteer Public Relations Chairman)

**Mystic Seaport:** Mystic, CT, 2010 – Present (part-time)

Historical Interpreter: Orally present maritime history and artifacts to the general public.

**State University of New York at Rockland,** Suffern, NY, 2006 – 2010

Campus Communications Assistant

- Promoted events and programs to the media, authoring press releases and alumni newsletter, *SCENE*, with quarterly circulation of 35,000. Located and interviewed successful students and alumni for human interest stories. Initiated and ran successful “Open Mike Nights for Writers.”
- Developed relationships with alumni and assisted with Foundation fundraisers such as award ceremonies, golf outings and annual campaign.
- Used Twitter, Facebook, and RCC Speakers Bureau as additional promotional tools, which resulted in newspaper coverage of the college and faculty.
- Composed brochures and edited catalogs.

## Key Accomplishments

- Awarded by the National Council for Marketing & Public Relations, District I: Gold Medallion for Academic Convocation Booklet (2010); Silver for Departmental Brochures (2010); and Bronze for ad print series, which featured noteworthy alumni (2009).
- Received national coverage on Fox and Friends and in Associated Press through press releases relating the circumstances of individual students or faculty to current events.

**National Field Service Corp.,** Suffern, NY, 1998 – 2008 (presently consulting)

Recruiter / Marketing Specialist for consulting company

Interviewed approximately 80 candidates monthly and communicated with clients on employment needs in the utility, communications, and right-of-way industries. Represented company at job fairs and coordinated marketing events, including annual 100-guest Christmas party and sleepover event at West Point Academy. Placed many applicants with AT&T. Maintained database of applicants in People Trak.

## FREELANCE PUBLIC SPEAKER

**Topics:** How to Reach Your Customers...Internet Marketing...How to Get Published...Ever True: A Union Private and His Wife... Ride a Horse, Not an Elevator (children's writing workshop)... Stop #1 Birth Defects Virus...Open Mike for Writers

**Venues:** Fox CT...News 8, CT Style... USA 9 News... Cornell University... Centers for Disease Control and Prevention (CDC)...Fitch Middle School... Siemens Healthcare Diagnostics ... West Point Museum... Seward House... Lincoln Depot Museum...New London County Public Libraries