

Cheryl Boujnida

CMR 469, Box 1039
APO AE 09227-1039
cherylboujnida@yahoo.com
Tel: (+49) 631-3615-9090

Professional Experience:

Marketing Manager

Stars and Stripes
Kaiserslautern, Germany
Sept. 2009 to present
Supervisor: Rick Braun, Tel. (+49) 631-3615-9400

Establish and execute marketing practices and courses of action for Stars and Stripes, an independent news source that operates from inside the Department of Defense. Stars and Stripes reports on matters affecting military service members and publishes four daily newspaper editions for the United States Armed Forces serving overseas. Interact with senior military leaders and civilian counterparts to successfully advise and make recommendations in Europe and Middle East areas of operation. Able to work well in high pressure situations and rapidly changing environments. Establish plans and implement market research, analysis and assessment. Generate long and short-range marketing operational procedures. Examine and determine overall effectiveness based on benchmarks and evaluation of business orientation and market share. Review and assess annual budget to ensure guidance is adhered to. Initiate and establish sales, promotional and merchandising tactics, flyers, brochures, pamphlets and special publication projects. Possess strong verbal and written communication skills to brief senior leaders, write press releases, news articles and assemble media kits. Assess customer needs and satisfaction levels through survey administration and evaluation. Provide guidance to managers by developing promotional campaigns to publicize programs. Manage highly efficient projects: executive support, travel arrangements, event marketing, sales initiative campaigns, web and print promotions, radio and television spots, graphic design support, and oversight and development of all marketing collateral. Able to prioritize and manage multiple projects in Europe and the Middle East simultaneously.

Marketing Coordinator

Stars and Stripes
Kaiserslautern, Germany
Jan. 2007 to Sept. 2009
Supervisor: Matt Bush, Tel. (+49) 631-3615-9095

Established and developed strategic marketing plans for European Stars and Stripes, an independent news source that operates from inside the Department of Defense. Stars and Stripes reports on matters affecting military service members and publishes four daily newspaper editions for the United States Armed Forces serving overseas. Marketing plans consist of developing and executing comprehensive branding, publicity, promotion, sales and merchandising campaigns. Advised Stars and Stripes commander and general manager of marketing initiatives and projects. Analyzed market trends and circulation figures to make recommendations. Performed extensive market research to include administering surveys, reviewing results and compiling reports. Developed and maintain an extensive range of mid-and senior-level contacts within U.S. military. Planned, organized, and executed marketing campaigns and prepared precise and accurate factual and analytic reports. Made recommendations for media layouts such as copy, photographic, print and broadcast releases. Proofed all artwork and copy prior to publication. Coordinated with Public Affairs staff regarding release of command information applicable to military personnel, family members and civilians living in Europe. Developed television and radio scripts for spots to air on Armed Forces Network. Maintained on-going relations with other Department of Defense organizations (DeCA, AAFES, DoDDS, MWR, etc.) serving military communities throughout Europe to coordinate promotions. Made recommendations to web master regarding website content. Updated intranet site to facilitate internal information flow among Stars and Stripes personnel. Wrote copy for in-house advertisements and information campaigns for publication in the European daily edition and supplemental publications. Developed annual calendars for events, promotions and contests. Monitored advertising sales and circulation to determine promotional strategies.

Public Affairs Specialist

U. S. Army Public Affairs Office
Bamberg, Germany
Oct. 2001 - Jan. 2007
Supervisor: Renate Bohlen, Tel. (+49) 951-300-1600

Served as public information specialist. Developed and disseminated through print and broadcast news media, information concerning mission, programs and accomplishments. Planned, created and executed a variety of broadcast programs and prepared items for other news media for use on international, national, regional or local basis. Interviewed and conferred with

leadership and program specialists to obtain information for use in news releases, broadcast programs and articles. Prepared news releases and feature articles for print media and selected photographs to accompany copy. Developed long and short-term information plans to ensure fair representation and even coverage. Wrote articles as required gathering information from a variety of sources, both German and American. Conducted interviews with a wide variety of subject matter experts. Took photographs as required with digital cameras using a variety of lighting systems. Responded timely to media queries to accurately convey facts and reflect the organization's posture on issues in question. Acted a media liaison with U.S. and international media (television, radio and print) to effectively communicate timely release of accurate information and escort media to various on site locations. Reviewed, approved and monitored organizational websites based on regulations, and directives pertaining to a wide variety of subject matter, such as privacy, law and force protection. Reviewed materials for accuracy, security, privacy and conformance with Army policies. Developed and issued policy concerning use of the community website. Regularly updated written and visual material published on the home page. Contributed to an electronic version of the bi-weekly newspaper and newsletter on the website. Ensured all print and photographic releases were available. Advised community commander and senior leaders of strategic information campaigns to reach desired publics and demonstrated analytical techniques for evaluating target markets. Skillful in oral presentation techniques. Trained military representatives to communicate public affairs messages to media. Established effective interpersonal relationships to coordinate public affairs programs. Developed survey (print and electronic) instruments. Applied analytical techniques in the collection, analysis and summary of data. Developed recommendations from evaluation. Employed oral and written communication methods; presented and explained programs and policies in a logical manner to achieve understanding from publics on programs or policies advocated by the U.S. Army. Fostered German-American relations through annual events, which overall promoted positive communication and cooperation between the U.S. Army and host nation representatives. Translated in German and English languages for Bamberg city officials such as the Lord Mayor and County Commissioner to ease communication gaps.

Senior Public Affairs Specialist

Army News Service

Crystal City, Arlington, VA

June – Aug. 2005

Supervisor: Gary Sheftick, Tel. 703-607-1392

Served in a temporary duty assignment at the Pentagon district writing and editing articles, conducting interviews and providing photo coverage of U.S. Armed Forces events. Edited hundreds of news articles from sources to post information, news stories and photos on Army News Service web site for command information newspapers to republish. Interviewed senior leaders and wrote articles for Army News Service including one story about new IED countermeasure equipment saving lives in Iraq. Covered a memorial service for the first African-American chaplain in the Regular Army who was granted an honorable discharge more than 110 years after his court-martial in 1894. Stories and photos of senior Army leaders at the service was widely published in national newspapers and magazines. Interpreted complicated policy decisions to write news summaries. Served as news director during supervisor's absence.

Public Affairs Specialist

USAREUR Public Affairs Office

Heidelberg, Germany

May – June 2004

Supervisor: Millie Waters, DSN 370-3693

Served in temporary assignment as media relations specialist for U.S. Army Europe Joint Information Bureau providing support at the 60th Anniversary of D-Day in Normandy, France. Worked with national and international media to facilitate news coverage of week-long events. Reviewed media credentials and escorted media to various locations in Normandy. Coordinated with national television networks, CBS, NBC, ABC and Fox News and international networks BBC and ZDF to maximize news opportunities. Arranged interviews with media. Assisted television network staff with live feeds from the American Cemetery with news correspondents Wolf Blitzer, Tom Brokaw and Christiane Amapour. Coordinated with French police to arrange a police-led escort of a media convoy. Developed transportation plan for media to cover several military events. Attended meetings with White House and State Department staff. Escorted media to events attended by former U.S. President George W. Bush, former German Chancellor Gerhard Schroeder and former French President Jacques Chirac. Provided media with IT support to file stories from Joint Information Bureau.

Writer/Editor

U. S. Army Public Affairs Office

Bamberg, Germany

Nov. 1999 – Oct. 2001

Supervisor: Renate Bohlen, Tel. (+49) 951-300-1600

Directly responsible for the U.S. Army's information program in Bamberg through researching sources, conducting interviews and preparing informational material on programs and activities for the newspaper, The Crusader, The Point and Bavarian News. Processed information, wrote press releases, brochures, fact sheets, feature articles, radio and television news, web

pages and other products effectively to communicate program goals. Executed print and broadcast media principles and methods. Prepared all press information products in Associated Press Style. Served as principal information advisor to key leaders briefing on informational operations and provided written summaries. Planned, developed, executed and managed long and short-term information programs. Conducted media and market analysis to determine which media were best suited to reach target markets. Maintained effective working relationships with media representatives and coordinated with local and international media to write and publish articles regularly. Informed and escorted media representatives to events and activities. Assisted public affairs officer to plan, direct and supervise annual activities. Escorted local dignitaries and senior officers to events and provided translation services in German and English. Served as acting public affairs officer.

Education:

Central Connecticut State University, 1755 Stanley Street, New Britain, CT 06053
Bachelor of Arts in Communication, May 1986 (GPA 3.44)

Course work included senior-level classes in communication management, media literacy, public speaking, journalism, communication theory, management communications, fundamentals of speech communication, television programming and production, photography and lighting techniques. Completed work study program at the National Association of Business Brokers located in Hartford, CT.

Specialized Training:

Public Affairs Officer Qualification Course, Jan. – March 2003
Business Management Training II, Sept. 1997
Business Management Training I, Feb. 1996

Technical Skills:

Micro-Soft Word, Excel, Power Point, Publisher, Adobe Photo Shop, In Design
Digital video/camera equipment

Languages:

German (IFK Deutschkurse. Salzburg, Austria, Jan-April 1992)

Awards:

Department of the Army Keith L. Ware Writer's Award - 2000, 2001, 2002, 2003, 2006

References:

- 1) Ed Pinney, Greystone Business Services, 85 Filley Street, Bloomfield, CT, Tel: (860) 243-2075.
- 2) Roger Teel, Deputy Public Affairs Officer, 20th Support Command (CBRNE) Bldg. E 2400 Aberdeen Proving Ground, Email: roger.teel1@us.army.mil