**<name>, <role>**

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| --- | --- | --- |
| <description> | | |
| **Related Experience** | | |
| While at DuPont Pioneer as a Communication Consultant, Erin worked to:  Translate complex, technical scientific advancements into externally-friendly stories and key messages for use with media, stakeholders, customers, investor relations, regulatory agencies and government officials.   * Advise issue teams focused on engaging key external audiences including government, regulatory, and other thought leaders. * Develop and execute effective strategies and write supporting materials to engage 5,000+ employees around the world. * Manage and implement coordinated stakeholder responses to critical and crisis business issues. * Write remarks, presentations and social media posts to tell our research story and further strategic collaborations as part of managing the public engagement strategy for key executives. * Draft and promote document series highlighting upcoming products and cutting-edge technologies for investors, reporters and customers. | | |
| **Roles** |  | **Education/Certifications** |
| * Chief of Staff * Communication Director * Communication Consultant * Communication Specialist * Account Executive |  | * Drake University, Master of Communication Leadership * University of Iowa, Bachelor of Arts, Political Science * Thoth Award for Global Communications, Reputation/Brand Management, Business and Public Service and Events and Observances, Global Food Security Index, Public Relations Society of America * Central Iowa Prime Award, Community Champion, Public Relations Society of America * Bronze Quill Award for Research Management, Iowa Association of Business Communicators |
| **Areas of Expertise** | | |
| **Marketing and Communication:**   * Coach C-Suite Executives on presentations & interviews * Design strategies for PR & media * Product marketing * Branding, logo management & brand guidelines * Advertisements (print & digital) * Webinars * White papers |  | * Sales Presentations * Change management strategy * Long term operating planning * Technology platform migration * Common integrated technology * Enterprise wide communication * Consistent messaging |

**Chronological Experience**

**Howard Consulting Group**

***Chief of Staff*** (Washington, DC) Nov. 2017 - Present

* Successfully drive communications campaigns and place clients in national, regional and industry publications.
* Coach C-suite executives to successfully manage investor presentations and high-level media interviews.
* Actively pitch new business to potential clients.
* Increased client base by 100%.
* Raised existing client retainers by an average of 50%.
* Supervise all staff and human resources.
* Execute contracts across industries including pharmaceutical, national museums, biotechnology and federal government lobbying.

***Communications Director, Managing Director*** (Washington, DC) Nov. 2015 – Nov. 2017

* Enhance client reputation and garner positive traditional and social media coverage by helping organizations tell their story confidently, clearly and with relevancy.
* Achieve recognition for clients and facilitate meaningful new connections with investors, industry experts and community decision-makers by driving strategic planning efforts.
* Design, develop and implement successful public relations, marketing and social strategies.

**Wellmark Blue Cross Blue Shield**

***Communications Consultant*** (Des Moines, IA) Jan. 2015 – Nov. 2015

* Demonstrated the value of Wellmark’s Information Technology department and facilitated adoption of new technology solutions through executive-facing presentations, talking points and reports.
* Led department shift toward pro-active communications mindset.
* Developed suite of media materials for crisis planning efforts.
* Standardized department reporting.
* Successfully publicized groundbreaking employee education efforts at external conferences and events.

**DuPont Pioneer**

***Communications Consultant*** (Johnston, IA)July 2013 – Jan. 2015

Translate complex, technical scientific advancements into externally-friendly stories and key messages for use with media, stakeholders, customers, investor relations, regulatory agencies and government officials.

* Write remarks, presentations and social media posts to tell our research story and further strategic collaborations as part of managing the public engagement strategy for key executives.
* Draft and promote document series highlighting upcoming products and cutting-edge technologies for investors, reporters and customers.
* Advise issue teams focused on engaging key external audiences including government, regulatory, and other thought leaders.
* Develop and execute effective strategies and write supporting materials to engage 5,000+ employees around the world.
* Manage and implement coordinated stakeholder responses to critical and crisis business issues.
* Develop social media outreach plans to support external engagements.

***Communications Coordinator*** (Johnston, IA) Aug. 2011– July 2013

Worked to ensure international message clarity and consistency by drafting remarks, talking points, press releases, and presentations on a diverse range of topics including biotech acceptance, insect control, and herbicide management.

* Supported business-critical issue management strategies by developing crisis communication plans and stakeholder outreach programs.
* Drafted memos to senior leadership regarding key initiatives and regulatory milestones.
* Executed corporate earned media events including the DuPont Food Goals event with CEO Kullman.
* Managed projects with agency of record.
* Engaged the media and conducted real-time news analysis related to key topics, events and issues-sensing.
* Managed Twitter outreach for official accounts related to special projects and events.

**Howard Consulting Group** July 2009 – Aug. 2011

***Account Executive, July 2010 – August 2011 | Communications Associate, July 2009 – July 2010*** (Washington, DC)

Managed the American Coalition for Clean Coal Electricity (ACCCE) and PhRMA Accounts. Managed the Bioscience Business Roundtable (BBR) forums to bring together a diverse coalition of professionals, local and federal government leaders, entrepreneurs, and investors to discuss how to improve the bioscience community and promote innovation.

* Drafted hundreds of press releases, op-eds and collateral materials to garner multi-national press coverage.
* Successfully pitched stories, study releases and spokesperson quotes to national and regional media outlets.
* Advised clients on both long and short-term messaging and crisis communication.
* Developed and executed nation-wide campaigns and industry-wide event sponsorships designed to gain traditional and social media coverage; additionally, developed a multilingual YouTube outreach campaign.
* Executed earned media events in CA, DC, DE, MD, VA, and WA; recruited over 150+ attendees from the bioscience field for each event, drafted briefing materials to successfully persuade elected officials to deliver remarks, and developed collateral materials.

**Rep. Dave Loebsack** **(D-IA)**  Jan. 2007 - July 2009

***Press Assistant/Legislative Correspondent*** (Washington, DC)

Coordinated member press events, drafted press releases, organized daily press and news clips, and wrote a weekly column that garnered positive media coverage from local newspaper editors and reporters.

* Served as legislative aide for the Science and Technology Committee.
* Researched and tracked pertinent legislation; drafted memos, remarks, and talking points for Congressman.
* Conducted outreach with businesses and education organizations to determine need, interest, and support of upcoming initiatives.
* Hosted meetings with constituents, interest groups, and business leaders on behalf of Congressman Loebsack.

**Senator Patty Murray (D-WA)**

***Staff Assistant*** (Washington, DC) May 2006 – Jan. 2007

Researched legislation; drafted memos, talking points and constituent correspondence; managed front office responsibilities; and led Capitol tours.

***Field Organizer,******People for Patty Murray Re-election Campaign***(Seattle, WA) June 2004 - Nov. 2004