

Lena N. Parsons
Senior Communications Professional
MLIS Student
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EXPERIENCE

Master of Library Information & Sciences student,
[Dominican University](#), River Forest, IL

January 2020 - present

- Completed 34 hours of 36-hour curriculum at American Library Association-accredited MLIS degree program. Program curriculum is composed of a range of courses for a sound conceptual basis for a leadership-oriented career.
- Completed course work includes Core Values, Ethics and Issues; Evidence-based Planning, Management and Decision-Making, Leadership, Marketing and Strategic Communications; Organization of Knowledge; Introduction to Archives; and Critical Race Theory in Library and Information Sciences.
- Experience includes 40-hour practicum with Saint Louis Zoo Registrar in electronic global, web-based animal record keeping system (Zoological Information Management System/ZIMS) and document management system (DocuWare).
- Anticipated graduation in 2024 with additional Certificate in Archives and Cultural Heritage Resources and Services.

Assistant Registrar

Education & Conservation Education Department, Saint Louis Zoo

March 2023 - present

- *Manage enrollment, payment, files and office administrative tasks of Education Department.*
- *Complete various reports for educator, administrative and regulatory purposes.*

Freelance Consultant

January 2015 - present

- Independently manage public relations and communications activities to achieve clients' business, legislative, legal and communications goals through comprehensive, multifaceted communications campaigns.
- Successfully identifies client needs, develops and executes strategy, advises at senior and executive level and organically grows strategy to achieve a higher level of success for clients.
- Past and present clients include: a ketamine mental health medical practice; Access Living, one of the country's largest Centers for Independent Living and disability rights organization; trade organizations; a legal defense fund working on behalf of sexually harassed and assaulted women; a software start-up that went on to win major VC funding and media attention by BuzzFeed, Forbes, tech press, and San Francisco media; a medical marijuana cultivator; a global industrial manufacturer and nonprofit and policy organizations.

Consultant, [Kivvit](#), Chicago Public Affairs Firm

May 2013 to December 2014

- Managed and led public relations and public affairs campaigns for clients Google Chicago, GEMS World Academy-Chicago, BMO Harris and CME Group.
- Developed and pitched media stories and accompanying documents including: client strategy documents, message maps and key messages, FAQs and reporter pitches.
- Worked cross-office and team, coordinated designer and web efforts of campaigns.
- Managed local events to supplement national efforts.
- Trained spokespersons and executives.
- Supervised junior staff.

Vice President, [Hill+Knowlton Strategies](#), Global Public Relations Firm

April 2008 to May 2013

- Directed public relations and public affairs campaigns and managed account teams, staffing and budgets for clients including American Optometric Association, Chicago Parking Meters, Deloitte, Health Care Service Corp, CN Railway and Walgreens.
- Developed campaigns to achieve client goals utilizing media relations, multi-media material development, executive positioning, coalition building and social media.
- Advised on C-suite level.
- Drafted documents including White Papers, news releases, opinion pieces, brochures & Developed and refined messaging and message maps.
- Placed media stories.
- Media and presentation trained spokespersons and executives.
- Identified and pursued new business opportunities, coordinating response with colleagues across disciplines and offices.

Senior Account Executive, [Jasculca-Terman & Associates](#), Public Affairs Firm

June 2006 to March 2008

- Directed public relations and public affairs efforts for clients including DeVry University, WellCare, ComEd, Exelon, various coalitions.
- Secured positive and accurate television, radio, print and online coverage of clients' initiatives.
- Coordinated editorial board and opinion campaigns.
- Developed and refined messaging.

Deputy Communication Director, State of Illinois, Chicago Governor's Office of Management & Budget November 2005 to June 2006

- Directed development of annual budget narrative and related briefings.
- Fielded, responded to and coordinated media inquiries regarding budget and Governor budget. priorities Coordinated early childhood education budget communications including news conferences, editorial boards, media response.
- Managed constituent response communications.

State Communications Coordinator, Fight Crime: Invest in Kids Illinois, a National Nonprofit

April 2002 to November 2005

- Developed statewide communications strategy utilizing member-spokespersons.
- Coordinated member development effort.
- Directed legislative communications strategy including news conferences, editorial board, events.

Senior Account Executive, Kathy Schaeffer & Associates, Independent Public Relations Firm

September 1999 to November 2001

- Pitched stories to local, regional and national media outlets.
- Developed media lists and monitored media.

ADDITIONAL

- Mother of four (14, 12, 7 & 5)
- Former newspaper reporter and copy editor

EDUCATION

- Bachelor of Arts - journalism and women's studies, New Mexico State University, Las Cruces, NM, May 1999.