
Profile

Over twenty years of experience building effective organizational communications and marketing strategies. Core competencies include:

- Targeted Public Relations
- Project Management
- Brand Identity
- Community Affairs
- Social Media Strategy & Implementation
- Strategic Planning
- Strategic Integrated Marketing
- Website Development & Management
- Print Production
- Writing & Editing

Professional Experience

Associate Director of News

2013 - Present

[University of Pennsylvania](#)

Promote the mission and brand of the University of Pennsylvania, a private Ivy League institution, and one of the largest research institutions in the United States. Manage a busy newsroom. Produce Penn News Today, a daily eNews service with 90,000 stakeholders across the University, with targeted weekly editions: Penn News for Parents and Penn News Weekly. Serve as the first line editor for all news releases and features for the University website and for distribution. Serve as the media liaison for the Office of the Executive Vice President representing areas such as endowment, tuition and real estate services.

Key Accomplishments:

- Manage talented team of six news officers to promote Penn's 12 colleges and centers.
- Drive targeted PR strategy delivering robust coverage, regionally, nationally and internationally.
- Led media launch of the Penn Wharton China Center in Beijing (2015).

President

1989 - Current

Beaux Arts Press

Provide strategic marketing communications and editorial services for a variety of freelance clients in industries including healthcare, higher education and arts and cultural organizations.

Director of Communications

2005 - October, 2012

[Moore College of Art & Design](#)

Directed integrated marketing communications strategy for an independent visual arts college. Reporting to the president of the college, oversaw all communications, PR, public affairs and marketing across platforms including direct mail, advertising, print and electronic media. Participated in strategic planning process at executive, board and committee levels. Managed busy college communications department supporting all areas of the college including admissions, development, continuing education student services and galleries. Supervised two full-time and two part-time staff members.

Key Accomplishments:

- Delivered successful production of more than 70 print jobs and 100 electronic jobs each year.
- Drove targeted PR strategy that had an average placement of 50 press impressions each month.
- Led college-wide rebranding campaign and integrated marketing plan, 2011.
- Managed redesign of website and implementation of new social media strategy, 2009.
- Led communications plan for successful \$30 million capital campaign, 2009.
- Initiated bi-monthly HTML newsletter with tailored content for segmented audiences, 2009.
- Developed budget and marketing plan for graduate program launch, 2009.
- Produced successful integrated marketing plan for 160th Anniversary, 2008.
- Co-wrote and managed production of college history, published by Arcadia Publishing, 2008.
- Introduced college style guide to strengthen Moore's brand identity, 2007.
- Secured placement in *The New York Times* for Barrio gallery Exhibit, 2006.

Professional History

- 2002 - 2004 **Director of Communications & Public Relations**, Episcopal Community Services, Philadelphia. Oversaw agency communications, marketing, and PR with \$200k budget and staff of three. Participated in strategic planning process at executive, board and committee level.
- 1995 - 2001 **Public Relations Manager**, Episcopal Community Services, Philadelphia. Managed PR, publications and media relations for large multi-program social service provider.
- 1992 - 1994 **Coordinator of Communications**, Risk Reduction Center, Philadelphia Heart Institute, Presbyterian Medical Center. Promoted all aspects of the PHI's preventive cardiac care facility including clinical, nutrition and fitness services, drug trials and patient education.
- 1991 - 1992 **Continuing Medical Education Coordinator**, Presbyterian Medical Center; Philadelphia, PA. Associate to the Director of Continuing Medical Education. Helped initiate programs, procedures and policy. Coordinated logistics for courses; managed production of publications, mailings, and promotions and maintained accreditation through PA Medical Society.
- 1988 - 1991 **Freelance Writer / Editor / Designer**, Bowling Green, OH. Full-time freelancer offering editorial services to clients including publishers, advertising agencies and academic institutions.
- 1988 **Assistant Event Director**, Bowling Green State University, College of Music; Bowling Green, OH. Assisted the Director of New Music & Arts Festival. Prepared grants, organized selection process, maintained archives and coordinated festival publicity. Nine-month, grant-funded position.
- 1986 - 1987 **Contributing Editor / In-House Art Director**, Beacham Publishing; Washington DC. Designed book covers, page layouts and publicity materials for this specialty reference book publisher. Supervised all print production. Wrote and edited articles.
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Awards: **Philadelphia Design Award** / AIGA / Graduate Studies Catalog. 2010; **Three Gold ADDY Awards** Philadelphia Ad Club / Moore BFA Catalog / Best of Arts & Sciences category. 2008; **Pepperpot Award: Second Place** / PRSA Philadelphia Chapter / Single Piece Audio Visual Communications. 2004; **National Telly Award** / low-budget short documentary category. 1996.

Publications & Training:

Moore College of Art & Design, Campus History; Amanda Mott & Sharon Hoffman, Arcadia Publishing, 2008
Social Media & New Media PR Boot Camp, Public Relations Society of American, New York, NY, 2012

Membership: PRSA (Public Relations Society of America)

Community Leadership:

Board member, Hosts for Hospitals (2002 - 2015)
Judge, PRSA Best in Maryland Awards (2007)
Volunteer, Bartram's Garden, completed pro-bono marketing plan (2004 - 2005)
Steering Committee, Association of Fundraising Professionals (AFP) National Philanthropy Day (2000 - 2003)

Education:

Smith College; Northampton, MA

BA degree, cum laude, (Margaret Mitchell Scholarship)

Central School of Art & Design; London, England

(Now Central Saint Martins College of Art & Design)
Independent Study of Photography under Geoffrey Ireland

Technical Skills: Windows and MAC platforms. Microsoft Office, PowerPoint, Excel, Adobe Suite: InDesign, Illustrator, Photoshop, Dreamweaver, HTML, CSS.