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## Profile

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

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

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## 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. Lead on editorial and support media strategy in a busy newsroom. Oversee production of daily digital news service engaging 230K+ stakeholders across the University, with targeted weekly editions. Serve as the first line editor for news releases and features for the University website and for distribution.

#### Key Accomplishments:

- Targeted multichannel PR strategy delivering robust regional, national, and international coverage.
- Manage talented team of six news officers to promote Penn's 12 schools and centers.
- Senior level media support to areas including the Office of the President, EVP, and Penn Global including launch of the Penn Biden Center for Diplomacy & Global Engagement (2018), Perry World House (2016), and the Penn Wharton China Center in Beijing (2015).

### President

1989 - Current

#### Beaux Arts Press

Provide strategic marketing communications and editorial services for freelance clients in health care, higher education, and arts and culture.

### Director of Communications

2005 - October, 2012

#### [Moore College of Art & Design](#)

Directed integrated marketing communications strategy for an independent visual arts college. Oversaw all communications, PR, public affairs, and marketing across platforms including direct mail, advertising, print, electronic, and social media. Participated in strategic planning at executive, board, and committee levels. Managed college communications department and a budget of \$300K supporting all areas of the college including admissions, development, continuing education student services and galleries.

#### 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 160<sup>th</sup> 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 (PHI), 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:** **Models of Excellence Award** / University of Pennsylvania. 2016; **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** / Public Relations Society of America (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

## Community Leadership:

Gala Event Committee, The Print Center (2014-Present) Board member, Hosts for Hospitals (2002-2015)  
Judge, PRSA Best in Maryland Awards (2007) Volunteer, Bartram's Garden, pro-bono marketing plan (2005)  
Steering Committee, Association of Fundraising Professionals (AFP) National Philanthropy Day (2000-2003)

## Education:

University of Pennsylvania; Philadelphia, PA  
MLA degree candidate (completion target Dec. 2023)  
Smith College; Northampton, MA  
BA degree, cum laude  
Central School of Art & Design; London, England  
*Now Central Saint Martins College of Art & Design*  
Independent Study of Photography under Geoffrey Ireland  
Bowling Green State University; Bowling Green, OH  
Independent Study in Photography and Photojournalism

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