

## MEDIA ACTIVITIES SPECIALIST

### Summary

Multi-Tasking Media Relations Results-oriented

Strategic Initiatives Event Planning Writer & Editor

Manager/Supervisor Flexibility Adaptable

### Highlights

- Greatly improved media coverage of press conferences and other events on campus
- Increased the frequency of newspaper, radio and television interviews featuring Chattanooga State administrators, faculty and staff
- Hosted popular television show that focused on campus and community events (1997-2004)
- Commissioned by local State Representative to produce a historical documentary on African American in the Tennessee Legislature from Reconstruction to Modern Times (2004)
- Created on-site Spanish language classes for Emergency Room personnel in local hospitals when Spanish speaking population began to expand in the area (1995)

### Accomplishments

Led Chattanooga State to receive National Awards, the **Bronze Paragon Award in 2012** from the National Council for Marketing and Public Relations (NCMPR) for *Degrees That Work 1 & 2* in the Radio/Advertisement/PSA Series category

**Silver Paragon Award in 2011** from NCMPR for *The Power of Achievement* in the Electronic Viewbook category

Wrote and produced **2010** NCMPR District level winners, *Online Orientation* in the Online Services category won the **Gold Medallion**; *The Early College Video* in the College Promotional Video category won the **Silver Medallion**; the five commercial series, *Thanks*, won the **Bronze Medallion** in the Video Advertisement/PSA Series category

### Experience

09/2013 to Current

Media Activities Specialist Company Name i/4 City, State

- Organize major campus events by overseeing security, media services, food services, and marketing.
- Notable speakers in the past have included Neil de Grasse Tyson, host of Cosmos: A Spacetime Odyssey, and theoretical physicist, Dr. Michio Kaku.
- Assisting academic departments with minor events such as conferences and speakers that require smaller venues.
- Create videos for various departments on campus for academic and recruitment purposes.

03/1996 to 08/2013

Marketing Coordinator

- Engaged in strategic planning with deans and department heads to increase enrollment and public awareness of new academic programs
- Utilized focus groups, surveys, and other market research and analysis tools to develop strategy
- Supported branding via press releases, copy for radio and TV ads, extensive website content and print ads, brochures, fliers, posters, and billboards
- Managed advertising budget for print and electronic media up to \$500,000.
- Proofed and edited materials for publication
- Supervised staff of seven comprised of three graphic artists, three web designers, and the office manager
- Recruited and mentored students who represented the college at special events
- Wrote scripts and recruited talent for the College's radio and television commercials
- Worked with local production companies to create commercials for TV and radio
- Developed scripts for recruitment and instructional videos for various academic departments
- Produced a series of "How To" videos to guide students through the registration process for the Student Services department
- Commissioned by local state representative to produce a historical documentary on African Americans in the Tennessee Legislature
- Increased media presence at press conferences and other campus events
- Hosted television show that focused on campus and community events on cable channel dedicated to education
- Increased the frequency of newspaper, radio and television interviews featuring administrators, faculty, and staff members
- Designated as the contact for area journalists and served as spokesperson when needed.

03/1994 to 03/1996

Continuing Education Coordinator

- Created personal interest classes that appealed to and met the needs of the community.
- Recruited instructors, organized schedule, and marketed courses.
- Organized first Spanish language classes for ER personnel in local hospitals.

## Skills

academic, ads, advertising, banners, brochures, budget, conferences, special events, market research, marketing, materials, newspaper, office manager, personnel, press, press releases, publication, radio, recruitment, scripts, strategy, strategic planning, television, website content

## Professional Affiliations

National Council for Marketing and Public Relations (NCMPR)

Tennessee College Public Relations Association (TCPRA)

Lookout Chapter of the Public Relations Society of America American (PRSA)

Advertising Federation Chattanooga (Ad Fed)

Tennessee Screenwriters Association

## Education

1994

Master of Arts : Radio, Television & Motion Pictures University of North Carolina 1/4 City , State

Radio, Television & Motion Pictures

Writers Guild of America Internship, *Star Trek: Deep Space 9* , Paramount Pictures, Los Angeles California, Summer 1993

1975

Bachelor of Arts : Human Services University of Tennessee 1/4 City , State

## Human Services

Mortar Board Senior Citation, Academic Achievement Award; Academic Council; AASLF Outstanding Senior Award; Cheerleader; Campus Entertainment Board; Experiment in International Living trip to Italy Summer of 1973; Operation Crossroads to Africa travel to six West African nations during the summer of 1972; Resident Assistant 1975

## Interests

Writers Guild Board of Directors (2011-2012)

Sanctified Sisters Performing Ministry, Executive Director and Founder Howard High School, Class of 1971, President and Reunion Chairperson 2001-2011)

Murray Hills Neighborhood Association Board (2009-2011)

Hillcrest Elementary School PTA, President (2009-2010)

Moccasin Bend Council of the Girl Scouts of America, Leader,

Brownie Troop 875 (2007-2009)