

**Summary:** Over the course of my 24-year public relations and communications career, I have developed a diverse set of communications skills that include developing and implementing internal, external, and crisis communication initiatives for both large and small companies and agencies.

### **Core Competencies**

Strategic public relations planning	Media development	Press release writing/editing
Crisis communications	Media pitching	Case Study development
Executive communications	Media event planning	White paper development
Internal communications	Video production	E-newsletter production
Social media	Web page development	Blogging

### **Experience**

#### **Public Relations Director**

##### **Bright Rain Collaborative, Orlando, Fla.**

*Present*

Launched the public relations department at Bright Rain Collaborative Marketing Agency

- Developed the public relations strategy and performed the tactical execution for the agency's client base
- Garnered media coverage for Florida Concrete & Products Association's consumer awareness programs Block Strong and PAVEWISE. Key successes include:
  - Block Strong feature on iheartradio statewide Florida news programs.
  - Regular placements in key concrete trade media including "Concrete Products" and "Concrete Contractor."
- Responded to Probuilder Magazine's negative slant on concrete block and developing messaging for South Florida FC&PA members in the wake of Surfside, Fla. condo collapse.
- Drafted advertorial articles for AIA architectural magazine promoting the benefits of building with concrete block and the technology used in block masonry training.
- Provided public relations strategy for Bernie's Coffee & Tea Co.'s business strategy to reinvigorate the brand.

#### **Communications Consultant**

*Nov 2019 – Oct 2020*

##### **Freelance, Orlando, Fla.**

Provided strategic communications consulting and editorial services.

- Completed copy edit project and provided strategic editorial direction for an Orlando-based brand agency.

#### **Internal Communications Manager**

*Oct 2017 – Oct 2019;*

##### **Siemens Real Estate, Orlando, Fla.**

*June 2015 – Aug 2016*

Developed executive-level communications, presentations and corporate meeting strategies for Siemens Real Estate (SRE), the commercial real estate provider for Siemens.

- Developed comprehensive real estate portfolio and business strategy presentations for executive leadership.
- Communicated high-level SRE initiatives to key Siemens management members.
- Developed management-level training materials to enhance Division communications that included:
  - Meeting management training to enhance business conversations.
  - Training to more effectively communicate the value of SRE to the Siemens Divisions.

#### **Public Relations Manager**

*Sept 2016 – Sept 2017*

##### **Alertus Technologies, Washington D.C.**

Led the development and implementation of the public relations strategy to support sales lead generation and create brand awareness in the emergency mass notification industry.

- Developed public relations plan to support new business strategies. Successes include:
  - Coverage for 2017 sales expansion into airport verticals in Bloomberg News, The Kanas City Star, Aviationpros.com and All Daily News.
- Generated media coverage Alertus Emergency Preparedness Seminar Series. Successes include:
  - Coverage on NBC Scranton and Aviationpros.com for Wilkes-Barre Scranton International Airport seminar.
  - Live coverage on CBS-11 Dallas for Tarrant County College seminar.

- Garnered media coverage in key sales markets to generate leads and create brand awareness. Success includes:
  - Coverage in The Baytown Sun (Baytown, Texas); The Kenosha News (Kenosha, WI); The Aiken Standard (Aiken, S.C.); The Daily Messenger (Canandaigua, NY); NBC Richmond.
- Secured coverage in key security and mass notification trade publications.
  - Coverage includes Campus Security & Life Safety, American Security Today and Campus Safety Magazine.
- Publicized company partnerships. Successes include:
  - Feature in Security Systems News for AccuWeather integration with Alertus ThreatWatcher Notification.
  - Coverage of Twin Cities Pride Festival sponsorship in Campus Security & Life Safety Magazine.
- Pitched Alertus presence at key industry trade shows. Success includes:
  - Video feature in rAve.com during UBTECH trade show.
- Developed Alertus customer case studies and white papers.

### **Manager, Corporate Communications**

*Sept 2010 – Dec 2014*

#### **SeaWorld Parks & Entertainment (SEA), Orlando, Fla.**

Developed and implemented internal and external corporate communications initiatives and philanthropic programs.

- Led marketing communications efforts in Washington D.C. (#8 DMA). Key successes included:
  - Securing live segments in Washington ABC, CBS, FOX, “NewsChannel 8,” CBS and FOX) and the #1-afternoon drive radio station to promote SeaWorld Orlando’s “Antarctica.”
  - Securing live interviews with Washington ABC and Baltimore CBS for SeaWorld San Diego’s Turtle Reef
- Developed environmental publicity and social media campaigns. Key successes include:
  - “Good Morning America” live feature for company’s removal of plastic bags from the parks.
  - 30 media placements for 2012 SeaWorld & Busch Gardens Conservation Fund annual grants.
  - Live segments on D.C. news (FOX, ABC, NewsChannel 8) promoting conservation efforts.
- Developed business-focused publicity campaigns. Key success included:
  - Placement in key trade publications “IEG Sponsorship Report” and “Global License!” (1.3MM print and digital impressions annually) for licensing partnership announcements and consumer product launches.
- Developed and launched “SEAmail” e-newsletter. Success included:
  - Building a readership of more than 88,000 community leaders and consumers.
  - A 27% open rate (company average was 20%).
- Led development and marketing of community image programs. Key successes include:
  - The adoption of more than 50,000 dogs and cats through “Happy Tails” pet adoption program.
  - Estimated 11MM impressions in 65 youth sports venues through Youth Sports Sponsorship Program.
  - Placement in the Orlando Sentinel and San Diego Union-Tribune for the allergen-friendly program.
- Developed and managed internal and external communications for SeaWorld television properties “Sea Rescue” and “The Wildlife Docs” TV series which aired on ABC. Key success includes:
  - Show-premiere publicity and weekly social media efforts contributing to shows’ #1 rating.
- Led company-wide internal communication efforts that reached more than 20,000 employees.
  - Created daily news content for the company intranet and employee portal.
  - Drafted messaging for company-wide emails to employees.
- Developed internal communications for SEA executive leadership including CEO.
  - Created keynote presentation for IAAPA Convention.
  - Developed presentations for employee communication meetings.
  - Developed messaging for company-wide emails from CEO.
- Developed CEO’s presentation for public appearances and employee communication meetings. Includes:
  - Developing presentations for employee communication meetings.
  - Developing messaging for company-wide emails from CEO.
- Developed original web-based video content for the corporate website, corporate blog and internal channels.
  - Produced “Voices of SeaWorld” video series to help combat animal activists claims.
  - Produced “Adventures in Flavor” video series to dispel the myth that theme park food is low quality.

### **Senior Publicist, Marketing Communications & Public Affairs**

*Apr 2000 – Sept 2010*

#### **SeaWorld and Busch Gardens, Orlando, Fla.**

Developed and managed publicity campaigns, image programs, crisis communications, and employee communications for SeaWorld Parks & Entertainment’s Florida-based parks.

- Led publicity efforts for SeaWorld Orlando’s marine animal rescue and rehabilitation program. Key success included garnering more than 50 media placements during the 2010 BP oil spill.
- Led crisis communication with Public Affairs Director. I was the on-scene PR lead for the SeaWorld trainer death.
- Led publicity efforts for conservation-based initiatives at Busch Gardens Tampa.
- Led 2008 campaign for Aquatica water park opening that garnered more than 100 media placements.
- Secured CBS Morning Show live shot for SeaWorld’s “Beluga Interaction Program” in 2006.

**Associate Representative, Public Relations  
Busch Gardens and Adventure Island, Tampa, Fla.**

*Aug 1996 – March 2000*

- Garnered media coverage for Busch Gardens Tampa and Adventure Island.

**Education**

Bachelor of Arts  
Mass Communications, Broadcast Journalism  
University of South Florida

**Associations**

**Public Relations Society**