

PROFILE:

- Skilled writer, editor and proofreader, familiar with most editorial styles
- Well-developed communication, negotiation, personnel and project management skills
- Highly motivated, energetic, flexible and positive team player
- Results-oriented communications pro with experience in public relations, marketing, business development, project management, new media, web design, research, and promotions
- Equally experienced with blue-chip organizations and start-ups
- Background in high-tech, consumer goods and services, health and wellness products and organizations, and business-to-business and international markets

EDUCATION:

M.S., Applied Technology Training and Development – University of North Texas, Denton, Texas

Thesis: The Efficacy of Media Training for Corporate Executives

B.S., Mass Communications (Magna Cum Laude) – Texas Woman’s University, Denton, Texas

EXPERIENCE:

Freelance Communications Specialist and Writer

Globally – January 2002 to Present

- I cater to the diverse communications needs of a variety of clients
 - Current roles include serving as: Co-owner of MultiLingual Communications – specializing in public relations and writing/editing; Account Supervisor for Dallas-based PR agency The Harrell Group. Recent roles included: Vice President for Van Orden Communications, Inc.; Editor for the *Women’s Enterprise* family of magazines.
 - A few major clients, past and present, include BT Americas, Aquire, TXU Energy, the Dallas Independent School District, OnMessage, Mary Kay, CRM Studios, AT&T, Compaq-HP, Microsoft and the UTD/Callier Center for Communication Disorders.
- My writing and editing work has appeared in publications such as:
 - *Constru-Guia al dia*, Energy Markets, Women’s Enterprise, European Royal History Journal, Octopus Travel (Guides), The Unofficial Royal Family Pages, TimeTravel-Britain, Royalty Digest Quarterly, All Info About English Culture, All Info About British History, The Duke and Duchess of Windsor Society Newsletter.
- I offer the flexibility of a virtual, global professional who can fill the short- and long-term needs of growing companies.
- My services include, but are not limited to:
 - developing and executing public relations and marketing campaigns; business writing and editing; project research and development; creative brainstorming; basic web design/re-design

Director of Marketing and Communications

NEW BENEFITS – Dallas, Texas – May 2001 to January 2002

Specialized in administering and marketing non-insurance health benefits, including discounts on vision, chiropractic and pharmacy services.

- Wrote and edited benefit copy and marketing verbiage
- Developed and executed all aspects of company’s marketing strategy
- Oversaw all creative and design initiatives

Senior Manager, Marketing and Communications

LAYERONE – Dallas, Texas – October 2000 to May 2001

Privately-held start-up providing layer one optical transport exchanges and connectivity services to telecommunications service providers.

- Managed all internal and external communications activities, including public relations and marketing plans and budgets, project management, special events and local, national and trade media relations
- Wrote marketing copy and managed dissemination, including all online content
- Provided public relations counsel to senior management, including the CEO

EXPERIENCE: (cont'd)

Account Supervisor

SPRINGBOK TECHNOLOGIES – Richardson, Texas – December 1998 to October 2000

Dallas-area’s second-largest high-tech media relations agency dealing with local and national clients.

- Supervised six-member account team and managed all account activities for client billings of more than \$1 million annually
- Provided strategic direction for B2B and B2C high-tech clients, in a variety of vertical markets, including wireless Internet and broadband wireless
- Conducted and oversaw all media and industry analyst relations activities, including news media and executive speaker placements; contributed article development
- Strategized and coordinated media and analyst relations activities on behalf of clients at industry trade shows and on media and analyst tours
- Directed the media and industry analyst relations activities on behalf of clients during the IPO process
- Managed and conducted executive media training
- Directed account growth and new business development
- Awarded two promotions since joining the company as an account executive
- Successfully developed and implemented the company’s own media relations strategy

Account Executive

PUBLICIS DIALOG – Dallas, Texas – December 1997 to December 1998

Public relations agency dealing with local and national clients ranging from high-tech to health and wellness to food.

- Conducted local and national media relations activities for consumer product accounts
- Coordinated, developed and oversaw media and special events
- Conceptualized creative public relations campaigns and marketing promotions for all clients
- Managed creative development and production of projects, including writing, designing and printing

Director of Marketing and Magazine Editor

NATIONAL BUSINESS ASSOCIATION – Dallas, Texas – May 1997 to December 1997

Non-profit organization providing support programs, products and services to small business owners.

- Managed and developed all marketing communications efforts
- Redesigned member news magazine; streamlined production time and cut costs
- Developed and oversaw association Web page and on-line news magazine

Account Coordinator

TOMMY HILFIGER TOILETRIES – Dallas/Ft. Worth – October 1996 to May 1997

A division of Estee Lauder; products included *Tommy* and *Tommy Girl* fragrance, body care and cosmetic items.

- Managed product placement in 13 stores in Dallas and Fort Worth
- Supervised eight permanent employees, as well as numerous temporary and seasonal workers
- Managed budget and sales figures for market
- Developed and implemented product events and programs and participated in sales and product training seminars
- Successfully introduced Tommy Girl in D/FW market

Assistant Public Relations Manager

OMNITRITION INTERNATIONAL, INC. – Carrollton, Texas – March 1996 to March 1997

Home office of nutritional products distributor, serving the needs of salespeople and customers.

- Wrote and co-edited all publications, including distributor magazine and product catalog
- Strengthened position of public relations manager

Freelance Sales and Product Specialist

Dallas/Fort Worth – May 1994 to October 1996

- Promoted fragrance and body care products for Givenchy, Guerlain, Sanofi Beaute (Oscar de la Renta, Yves St. Laurent, and Nina Ricci), and several other smaller lines
- Successfully introduced a number of new product lines in Dallas and Fort Worth
- Developed and implemented product promotions and participated in sales and product training seminars