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PROFESSIONAL SUMMARY

I am a freelance journalist and independent strategic communications consultant with nearly 30 years experience in all aspects of public relations and communications including: local and national media relations; key message development; media training; development of marketing materials and publications; web content development; and event marketing. I have written and edited numerous marketing communications materials for both internal and external audiences including: press kits, brochures, newsletters, annual reports, web copy and blog content. I also write on a freelance basis for local and regional publications.

RELEVANT EXPERIENCE

INDEPENDENT PUBLIC RELATIONS CONSULTANT AND FREELANCE JOURNALIST *2007-PRESENT*

- Work with a variety of clients across multiple sectors handling public relations strategy, marketing communications and media relations, and developing content such as key messaging, press materials, web copy, marketing materials and more. I specialize in local (St. Louis) media relations and have strong relationships with the local media across all formats and a history of excellent results.
- Clients I have worked with currently and in the past include, among others: Greater St. Louis, Inc./STLMade, The Pulitzer Arts Foundation, Kranzberg Arts Foundation, Circus Flora, St. Louis Actors' Studio, Celebrate Saint Louis, Counterpublic and more.
- Freelance journalist for local and regional media outlets including: *St. Louis Post-Dispatch* and *St. Louis Magazine*.

BODY WORLDS 3, SAINT LOUIS SCIENCE CENTER *Oct. 2007 - March 2008* *Media and Communications Manager (Full-time Contract position)*

- Managed public and media relations for the record-breaking exhibition, which brought more visitors to the Saint Louis Science Center than any previous exhibition.
- Worked directly with Dr. Gunther Von Hagens Institute for Plastination in Heidelberg, Germany to effectively communicate and advocate the positive health messages of the BODY WORLDS exhibitions in the local and national media.
- Worked directly with Science Center marketing staff to execute successful marketing and public relations initiatives to drive visitors to the exhibition.

MARITZ, INC., FENTON, MISSOURI *Oct. 2006 - April 2007* *PR Manager, Corporate Communications*

- Managed public relations initiatives for multiple business units of \$1.27 billion revenue private company
- Oversaw projects and budgets executed by national network of PR agencies
- Wrote point of view documents, white papers, plans, bylined articles, press releases
- Worked closely with other disciplines within the marketing division to ensure consistency of brand and message

ADAMSON ADVERTISING, CLAYTON, MISSOURI *May 2005 - Oct. 2006*

Account Supervisor - Public Relations

- Managed national consumer and business-to-business accounts, providing strategic public relations solutions
- Oversaw all local and national publicity of the agency itself
- Participated on new business idea development team and present new business pitches to prospective clients
- Worked with department director to organically grow existing client business to improve overall revenues

NATIONAL MULTIPLE SCLEROSIS SOCIETY, ST. LOUIS, MISSOURI *Feb. 2003 - Jan. 2005*

Communications Manager

- Handled all aspects of public relations and communications for local Chapter of large national non-profit, and served as chapter spokesperson to the media when needed
- Worked with the local and regional media to coordinate stories promoting the mission, programs, services and fundraising events of the chapter and to position the chapter positively in the community
- Worked closely with agency to secure annual media buy supporting fundraising events, wrote all advertising and PSA copy, and coordinated all promotions including live remotes and interviews
- Coordinated, wrote and edited quarterly chapter newsletter and annual report
- Oversaw editing of all chapter print and marketing materials to ensure quality and branding compliance
- Developed scripts for chapter spokespeople for key events and programs throughout the year

WEBER SHANDWICK WORLDWIDE, ST. LOUIS, MISSOURI *March 1999 - February 2003*

Account Executive:

- Managed accounts and performed daily account activities and client service at global public relations agency for clients including Nestle Purina, Miller Brewing Company, The Scotts Co. lawn and garden manufacturers, Ascension Health, and the Jewish Federation of St. Louis
- Wrote and edited media materials as well as other communication pieces including press releases, newsletters, brochures, fundraising materials, annual reports, advertisements, and Web site content
- Local and national media relations including media pitches, interview coordination, and media monitoring
- Special event planning, execution, marketing and publicity

EDUCATION

WEBSTER UNIVERSITY, WEBSTER GROVES, MISSOURI

Master of Arts, Media Communications/Public Relations, December 2003 (

UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI

Bachelor of Arts, English, August 1992)

FREELANCE PUBLICATION WRITING EXPERIENCE PAST & PRESENT

ST. LOUIS POST-DISPATCH

DESIGNSTL/ST. LOUIS MAGAZINE

TOWN & STYLE

MISSOURI LIFE
STLPARENT.COM
KDHX.ORG
WEST NEWSMAGAZINE
PLAYBACKSTL.COM
ALIVE Magazine

COMMUNITY AND PROFESSIONAL ORGANIZATION INVOLVEMENT

MODERNSTL, FOUNDING BOARD MEMBER (2010 - PRESENT)

UNIVERSITY OF MISSOURI DEPARTMENT OF ENGLISH, ENGLISH LEADERS BOARD (2014 - 2021)

GUEST LECTURER AT WEBSTER UNIVERSITY SCHOOL OF COMMUNICATIONS (AS NEEDED)