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Skills

Summary

Over 15 years of experience in the marketing, communications, and public relations industries spanning the non-profit, marketing communications agency, and professional services sectors. Experience includes:

- Program Management including patient education events, accredited professional education conferences, and community outreach initiatives.
- Writing expertise encompassing media relations and news writing, online grant preparation, and Web-based content.
- Media relations capabilities including television, radio, print, Internet, and trade publication article placement for programs, services, and special events.
- Microsoft Office proficiency in Microsoft Word, Excel, and PowerPoint.

Synopsis of Achievements

- Received several Excalibur Awards for excellence in public relations from the Buffalo Niagara Chapter of the Public Relations Society of America in the categories of integrated marketing, trade publication article writing, event marketing, and speech writing.
- Earned Public Relations Accreditation (APR). Only 35 people in WNY hold this credential.
- Named the New York State Chapter Volunteer of the Year in 2005 for the March of Dimes.

Experience

Non-Profit

National Kidney Foundation Serving Western New York-Buffalo, New York

Regional Program Director – September 2009-November 2010

Director of Programs – April 2008-September 2009

Program Manager – April 2007-April 2008

- Developed, planned, implemented, and managed patient and professional education programs.
- Applied for and obtained continuing medical education program accreditation for physicians, physician assistants, nurse practitioners, nurses, social workers, and dietitians- including ANNA credits. Developed these accredited programs with the Professional Education Committee.
- Wrote, applied for, and acquired grants from pharmaceutical companies, dialysis firms, corporations, and other entities to support the Foundation's professional and patient education programs.
- Managed all public relations for programs and special events for the Western New York Division.
- Acted as staff liaison for the Patient Services Committee, developing and managing these volunteers.
- Acted as staff coordinator for the Council on Renal Nutrition. Assisted these professionals with programming and services, including planning the annual regional CRN conference.
- Wrote Website copy regarding the Foundation's patient and professional programming.
- Used Twitter to publish news about Team Buffalo and the U.S. Transplant Games.

Agency

Crowley Webb and Associates –Buffalo, New York

Freelancer, October 2006-April 2007

Public Relations Manager, April 2001-October 2006

- Implemented research, strategic planning, media relations, issues management, and event marketing programs for clients in a wide range of industries.
- Developed specific expertise in health care in the vision, clinical research, and vein disorder sectors:
 - Implemented integrated marketing initiatives for patient recruitment campaigns conducted by a leading clinical research provider.
 - Wrote articles regarding patient recruitment strategies and new treatments for vision disorders and vein diseases for trade journals such as *Applied Clinical Trials* and *Ophthalmology Management*.
 - Executed event marketing for development of an annual giving campaign for Bornhava, a school for special needs children.
 - Planned a public service initiative for a program for the Research Center for Stroke & Heart Disease, where Buffalo Public School students educated the community about the warning signs of stroke.

Corporate

XCEL Communications Corporation –Buffalo, New York

Public Relations Copywriter, May 2000-February 2001

- Developed a company public relations plan and implemented media relations.
- Wrote articles for industry trade publications and fostered relationships with trade publication editors.
- Wrote copy for several websites.
- Created, designed, and wrote an external newsletter, *Connections*.

Professional

Services

Ciminelli Development Company, Inc. –Buffalo, New York

Marketing Coordinator, February 1999-April 2000

- Wrote boilerplate and collateral materials for proposals.
- Compiled proposals and customized proposal information to suit client needs and specifications.
- Wrote content for the company Website.
- Developed and implemented media relations programs.
- Planned and implemented special events, including groundbreakings and client appreciation events.
- Designed and wrote company marketing materials.
- Developed PowerPoint presentations in support of marketing and new business development.

Professional

Services

Eide Bailly, LLP (Certified Public Accountants and Consultants) – Phoenix, Arizona

Marketing Coordinator, August 1996-October 1998

- Planned and implemented special events for clients and referral sources.
- Researched and wrote client presentations and professional association speeches for partners.
- Researched and wrote marketing materials targeted at several industries and programs.
- Planned and implemented media relations programs.

Professional

Memberships

Public Relations Society of America

Accreditation Chair for the Buffalo-Niagara Chapter, 2002-2011

Advocacy/Media Relations Chair for the Buffalo-Niagara Chapter, January 2010-Present

Education/

Professional

Accreditations

Syracuse University – Syracuse, New York

S.I. Newhouse School of Public Communications

Master of Arts in Public Relations

Allegheny College – Meadville, Pennsylvania

Bachelor of Arts in Communications

Bachelor of Arts in Political Science

- ***Magna Cum Laude Graduate and Phi Beta Kappa Member***

Accredited in Public Relations (APR)

Volunteer

Positions

March of Dimes - Current Communications Committee Member

- Received the New York Chapter Volunteer Award for 2005
- New York Chapter Board Member 2005-2007, WNY Division Board Member 2002-2005
- Team Youth Advisor 2005-2007
- Communications Committee Chair 2002-2005, Communications Committee Member 1999-2002, 2011-present

American Diabetes Association

- Tour de Cure Volunteer, 2011-present
- America's Walk for Diabetes Communications Chair 2004-2007, Walk Logistics Chair 2002-2004
- Winter Walk for Diabetes Communications Chair 2002-2007