

COMMUNICATION PROFESSIONAL

Experience includes project management, public relations, fundraising, and event planning. Adept at analyzing ongoing requirements to formulate cost-effective solutions meeting complex requirements. Able to work across organizations in collaborative teams, as well as autonomously, to deliver on time and at or under budget. A superior customer service provider and multi-cultural relationship builder. Background includes teaching and program management. An expert in the areas of video, film, and multimedia design and production. To date, logged in excess of 4,000 hours in classroom teaching in media studies, production, PR, and computer literacy.

CORE SKILLS & ABILITIES

Writing & Editing: Projects include newsletters, professional journal articles, scripts, press releases, features, grants, proposals, reports, copy, and web pages. Proficient and talented writer and editor, with projects focused on marketing, public relations, curriculum materials, fundraising, research and critical analysis.

Electronic/Digital Media Production: Experienced web designer and administrator. Guided and saw the completion of numerous digital, studio and multimedia productions for academic and corporate audiences, including documentaries, oral histories, special events, fundraising, marketing, and biographies. Complete media production, project management expert. Can serve and supervise all roles including producer and director, editor, post-production, cinematographer, and audio engineer. Superb photographer.

PR / Marketing: Intuitive and successful public relations officer. Able to generate goodwill, promote mission objectives, and effective at negotiations with business, academic and other non-profit entities. Serve as spokesperson and representative. Effectively manage both internal and external relationships.

CAREER TRACK

PR / COMMUNICATION / GRANTS MANAGEMENT
MARYLAND GENERAL HOSPITAL

2005

Baltimore, Maryland

Provided highly focused, creative, and effective leadership in managing critical communication and funding initiatives in a fast-paced healthcare environment. Worked across the organization with key PR, marketing, and IT professionals, and with medical and administrative personnel to consistently meet management goals and expectations. Key areas of focus included grant development and management, video production, photography, marketing, public relations and event development, planning, and execution. Projects include, but are not limited to, TV broadcasts, presentations, audio, customer service, and Continuing Medical Education classes.

- ▶ Designed and developed a gamut of PR materials, including a superior-quality employee / physician newsletters, speeches, multimedia presentations, press releases, intranet pages, and artistic, effective still photographs. Purchase and maintain media hardware and software, including cameras, production software, and sound equipment.
- ▶ Other PR activities included managing speaking engagements, advocacy and public policy, with emphasis on issues related to community healthcare.
- ▶ Directed all aspects of grant activities. Identified and researched sources, wrote and edited applications, and negotiated with principals. Monitored status, reported on progress, and ensured full compliance requirements. Completed 20 grant applications in 7 months (industry average is 2 per month).

MASS MEDIA PROFESSOR / PR
COPPIN STATE UNIVERSITY

1995 - 2005

Baltimore, Maryland

Developed and taught a wide range of media-related classes to lower and upper division students. Produced and incorporated multimedia presentations and teaching tools. Utilized appropriate technologies in classroom and lab settings. Worked with students in TV / video production, sound recording, HTML, TV programming, PR, advertising, and multimedia. Ensured student comprehension and success through counseling and guidance, and assisted students in obtaining job placements, internships, and co-op engagements. Averaged 3.5-3.8 on all evaluations, 4.0 scale.

- ▶ Worked in collaborative teams in the areas of fundraising, student advisement, recruiting and placement, budgeting and resource management, procurement, PR, faculty senate, web initiatives, and provided IT support

Continued

and training to faculty members and departments.

- ▶ Revised, modernized, and designed curricula for 97 media arts-related majors in partnership with administrators, department heads, and professors.
- ▶ Successfully prospected, acquired, and fulfilled contracts and grants from corporate and government agencies for media production services, and provided campus-wide support for cable / web radio production activities.

PR / PROGRAM MANAGEMENT / MARKETING MANAGEMENT

1994 - Present

EUBIE BLAKE NATIONAL MUSEUM & CULTURAL CENTER

Baltimore, Maryland

Designed, developed and directed a wide range of after school and summer programs for non-profit organization. Responsibilities included staff hiring and training, budgeting, resource acquisition and management, system administration, multimedia production, instructional design and theater production.

- ▶ Programs recognized for excellence in working with gifted and talented students.
- ▶ Wrote scripts, curricula, and marketing materials.

FACULTY MEMBER

1990 - 1993

UNITED TRIBES TECHNICAL COLLEGE / FT. BERTHOLD CC / TURTLE MOUNTAIN CC

North Dakota

Designed and taught a wide range of courses for three Native American community colleges. Additionally, worked with the tribal elders and members developing and executing special projects focused on the unique cultures of 6 distinct Indian nations.

- ▶ Classes included video production, studio television production, and the humanities. Wrote course materials, provided office hours and counseling to students, and utilized hands-on encouragement to empower students leading to high completion rate and potential future success.
- ▶ Produced promotional and academic materials (photographs, video, copywriting, event planning) for the colleges and tribes, including the *United Tribes Student Handbook*, *Francis Eaglehaert Cree, A History of American Indian Higher Education Consortium*, *An Introduction to Community Access Television*, and *A Pow-Wow's Journey*. Wrote script for Battle of Little Bighorn reenactment, and marketing materials for Little Bighorn Monument Native American Tours.

Previous positions include:

- Lecturer, Communication Studies – Morgan State University • Don of Cinema Study & Production – Oxbridge Academics
- Blythe & Company Program Director – University of California, Los Angeles

LEARNING CREDENTIALS

MASTER OF FINE ARTS – FILM / TV PRODUCTION

1992

New York University

New York, New York

Lawrence Tisch Scholarship Recipient • Resident Assistant

BACHELOR OF FINE ARTS – COMMUNICATIONS / SYSTEMS ANALYSIS

1986

McDaniel College

Westminster, Maryland

Graduated with Honors • Alpha Psi Omega Dramatic Arts Honor Society

Additional courses, seminars and workshops include:

Multimedia Production – Association of Fundraising Professionals Grantwriting Workshop

COMPUTER / TECHNICAL COMPETENCIES

Software / Hardware: MS Office Word/Excel/Access/Powerpoint/Publisher/Frontpage • Adobe Photoshop/Illustrator/Premiere/After Effects/Acrobat/Audition/Encore • Macromedia Director / Fireworks / Dreamweaver / Flash / Authorware • Vegas Video • Cakewalk (audio recording, mixing) • Sound Forge (audio editing) • HTML • Avid & Media 100 Digital Post-Production Workstations • Computer training, setup, repair and troubleshooting

Production: Field & studio TV and video production • Digital & Still Photography • Video post-production • CD Recording • Audio Recording & Mixing • Lighting • Makeup • DVD Authoring