

I am a pragmatic, decisive manager and communications expert recognized for developing effective solutions to complex challenges. I craft strategies and programs grounded in research and audience focus, and deliver impeccable execution. I mentor and motivate talent, and instill a sense of teamwork, ownership, purpose, and accountability.

A summary of my professional experience appears below, followed by a more detailed outline of my career.

**JUL 2009 - PRESENT | MARKETING COMMUNICATIONS CONSULTANT | WASHINGTON, DC**

**Independent consultant:** Develop and implement integrated marketing communications plans using multiple media, such as the Web, social networks, videos, print collateral, and exhibits; design and build Web sites, including information architecture, wireframing, and usability testing.

**SEP 2007 - JUL 2009 | CREATIVE DIRECTOR | FD PUBLIC AFFAIRS | WASHINGTON, DC**

**Director of in-house agency:** Developed and implemented marketing communications programs for government, corporations and non-profits to achieve policy, business and advocacy objectives; managed projects and client relations; led business development activities, including proposal writing; administered budgets and operating procedures; evaluated performance and profitability; led and mentored team of four.

**JAN 2000 - SEP 2007 | DIRECTOR, CREATIVE SERVICES | NATIONAL PUBLIC RADIO | WASHINGTON, DC**

**Head of department:** Developed and executed communications plans across media platforms for business-to-consumer marketing, business-to-business marketing, brand management, revenue development, member relations, corporate and internal communications, media and public relations, and consumer product development; advised senior management on strategic initiatives; managed branding and licensing activities; managed budgets and operating procedures, including forecasting, information systems, and outsourcing; led and mentored five-person team.

**OCT 1997 - JAN 2000 | SENIOR MANAGER, CREATIVE RESOURCES | IRIDIUM, LLC | WASHINGTON, DC**

**Head of marketing communications programs for global telecommunications company:** Participated in launch of new worldwide brand and first-ever global mobile satellite phone service; created and managed programs to produce and distribute marketing, sales, and corporate communications tools to 16 affiliate companies worldwide in more than 10 languages; devised and executed branding programs across global sales regions; managed \$4.5 million budget and outsourcing.

**APR 1994 - OCT 1997 | VP, ART DIRECTOR | SUPON DESIGN GROUP (DISSOLVED) | WASHINGTON, DC**

**Managing art director:** Shared operational management of agency; developed and executed design solutions for marketing, branding, and corporate communications; managed projects and accounts; cultivated relationships with clients ranging from Fortune 500 corporations to trade associations; supervised and mentored 12 designers; supported business development activities.

**MAR 1991 - APR 1994 | ART DIRECTOR | J. GIBSON & COMPANY (DISSOLVED) | WASHINGTON, DC**

**Art director:** Led development and execution of design solutions for corporations, associations, coalitions, and NGOs to enable their marketing and outreach objectives; managed projects and client relations; supported business development; supervised four-person team and outsourcing.

**EDUCATION**

BA: Advertising Design  
The University of  
Maryland at  
College Park, MD

**LANGUAGES**

Fluent French  
Proficient Spanish

**RESIDENCY STATUS**

U.S. and French citizen

**JUL 2009 - PRESENT | MARKETING COMMUNICATIONS CONSULTANT | SILVER SPRING, MD**

**Independent consultant in integrated marketing communications across media, from interactive content to social networks to print collateral; Web site designer and developer; video producer.**

- Clients: Adayana, Dessange USA, Devaney & Associates, Newsgroup Communications, Neustar.

**SEP 2007 - JUL 2009 | CREATIVE DIRECTOR | FD PUBLIC AFFAIRS | WASHINGTON, DC**

**Director of in-house agency responsible for external and internal marketing communications functions, operational and cross-functional support activities, account management, resource management, team performance, and project profitability.**

- Developed and implemented marketing communications programs for government, corporations, and non-profits to achieve policy, business and advocacy objectives; led messaging and design efforts.
- Crafted communications strategies and tools to shape opinion, reposition brands, and market products and services, using multiple media including the Web, social networks, collateral, videos, and exhibits.
- Managed projects, in particular: fostered collaborative work methods, tracked and reported progress, cultivated client relations, collected and analyzed data, budgeted resources, and devised metrics.
- Supported business development activities and wrote proposals.
- Managed team operations: procedures, staff development, budgeting and forecasting.

**Results**

- Devised and executed a communications plan for Shell Oil to inform indigenous communities in Alaska's North Slope about the impact of offshore exploration and production. The resulting "Offshore 101" solution helped Shell garner local support for oil and gas development in the region.
- Managed a plan to restore Roll Call as the leading media brand on Capitol Hill, to improve its revenue generation, and to expand its audience. Every plan component — re-designing *rollcall.com*, integrating recently-acquired online properties into a cohesive brand identity system, and re-designing the sales kit — were completed successfully, on time, and on budget.
- Planned and implemented a social media strategy for Microsoft to establish an influential online destination for discussions of I.T. standards development. Based on research identifying key movers of ideas, hot topics, and conversations sentiment, viral tactics were devised to increase blog traffic, raise the site's profile, track opinion trends, and lead discussions.
- Developed and implemented a campaign to reposition CleanSkies TV as a reliable and unbiased brand of news and information on energy and the environment. Led the creation of print and online ads series coordinated with the launch of the network's new Web site and the re-design of their graphic identity.
- Led the development, testing, and execution of an ad campaign to promote Propane as a source of clean energy, helping the Propane industry play a larger role in the energy policy debate.
- Managed key elements of a branding program for the Center for Clean Air Policy (CCAP), a climate policy think-tank, to update their image and raise their profile. Essential to the plan, the re-designed Web site received high marks in post-launch polling.

**Selected Clients**

BP America, Business Software Alliance, Center for Clean Air Policy, CleanSkies TV, Cybernet Systems, Independent Petroleum Association of America, Microsoft, National Association of Manufacturers, Propane Education and Research Council, Roll Call Group, Shell Oil, and the U.S. Department of Energy.

**AWARDS**

Aurora 2005  
 Regional Addy 2004  
 Print Annual 2003  
 Print Annual 1996  
 Print Annual 1994  
 American Corporate  
 Identity 1994

**TECHNICAL SKILLS**

Adobe Suite CS4,  
 MS Office Suite,  
 QuarkXPress, Mac  
 and Windows OS,  
 peripherals for design,  
 digital production and  
 web streaming

Knowledge of  
 Dreamweaver and  
 Web technologies,  
 e.g. HTML, CSS, SQL, Java;  
 CMS solutions, e.g.  
 WordPress, Joomla!

Search Engine Optimization  
 (SEO), social media tactics,  
 editorial standards,  
 testing, Google analytics,  
 usability standards

Digital photography and  
 image enhancement

Video production,  
 Final Cut Pro

LexisNexis

Chicago and AP  
 writing styles

**JAN 2000 - SEP 2007 | DIRECTOR, CREATIVE SERVICES | NATIONAL PUBLIC RADIO | WASHINGTON, DC**  
**Head of department responsible for marketing communications initiatives supporting NPR's strategic goals, marketing assistance to internal and external partners, managing team operations and projects.**

- Developed, led, and implemented communications initiatives to raise NPR's brand profile; to promote NPR's news programming; to expand NPR's audience base; to increase revenue; to support NPR's cultivation of diversity across operations and programming; to strengthen member station relations; and to publicize NPR's leadership in digital media.
- Provided strategic and tactical counsel to senior management on marketing communications issues, ranging from brand messaging to advertising priorities.
- Designed and executed marketing campaigns to launch new programming, to publicize on-air personalities, and to promote off-air public events.
- Orchestrated brand management activities, for example: development and implementation of brand standards; licensing of brand assets and content; creative and technical assistance to internal and external business partners to ensure brand consistency across NPR communications.
- Developed communications plans and tools to support NPR operations, including *NPR.org* and e-commerce, corporate sponsorship sales, member relations, contribution development, media relations, government affairs, and internal communications.
- Created and distributed adaptable marketing tools to member stations for use in their markets; provided tactical and technical assistance to facilitate local implementation.
- Led copywriting for marketing and corporate communications across media platforms.
- Managed department operations, including procedures, staff development, and budgets.

**Results**

- Spearheaded the development of interactive presentation tools for corporate sponsorship sales. Crucial to the goal of boosting on-air underwriting, new sales tools were praised by NPR management as key contributors to a 30% increase in sponsorship earnings one year after roll-out. The effort also changed NPR's stodgy image among media buyers into a contemporary brand with valuable "halo" effect.
- Managed a \$500,000 media barter program conceived to promote *News & Notes* and to increase NPR's African-American audience. Led market and audience research, developed media plan and negotiated barter agreements; developed, tested, and implemented ad campaign design and messages.
- Managed a \$500,000 media barter program with Atlantic Media Company involving the creation of three ad campaigns: one promoting NPR News to increase audience; a second promoting NPR Shop products to increase revenue; and a third publicizing the political influence of public radio listeners to support NPR's lobbying on the behalf of public broadcasting.
- Led design and message development, audience research, and media plan for an advertising campaign designed to increase *NPR Worldwide's* profile in selected Muslim countries. The effort pre-conditioned a \$250,000 gift to NPR. Upon embracing the campaign, the private donor disbursed the funds.
- Planned, designed, and implemented high visibility corporate communications activities at Public Radio Conferences (PRCs): tradeshow booth, Internet café, video presentations, outreach materials, and NPR's brand presence throughout conference events.

**REFERENCES**

Thomas B. Conway  
Senior Vice President  
FD Public Affairs  
T 202.577.7819  
thomasbconway@gmail.com

Brian Kennedy  
Managing Director  
Public Affairs;  
Energy Sector Head  
FD Americas  
T 202.346.8826  
brian.kennedy@fd.com

John M. Windolph  
Executive Vice President  
JWT Specialized Communications  
T 202.628.2076 (x107)  
C 202.509.1066  
john.windolph@jwt.com

Cheryle Jackson  
President and CEO  
Chicago Urban League  
T 773.451.3500  
cjackson@cul-chicago.org

Jess Sarmiento  
Senior Vice President  
Fleishman-Hillard DC  
T 202.828.8888  
C 202.577.8004  
sarmienj@fleishman.com

Barbara Hall  
Director of Development  
The Phillips Collection  
T 202.513.2094  
bhall@phillipscollection.org

Blake Truitt  
Director of Corporate  
Sponsorship, NPR  
T 202.513.2094  
btruitt@npr.org

**OCT 1997 - DEC 2000 | SENIOR MANAGER, CREATIVE RESOURCES | IRIDIUM, LLC | WASHINGTON, DC**  
Head of marketing communications programs for global telecommunications company. Responsible for development and fulfillment of marketing communications tools required to launch new worldwide brand and to market (first-ever) global mobile satellite phone service. Accountable for leading and implementing brand management initiatives.

- Developed and managed program to design, produce, and distribute marketing, sales, and corporate communication tools to 16 affiliate companies worldwide in multiple languages.
- Designed and executed plans to establish new worldwide brand, chief among them: design and deployment of new graphic identity system; creation of branding standards and best practices; tactical assistance to affiliate companies, internal teams, and external partners; oversight of brand consistency across sales regions and global operations.
- Developed and managed fulfillment systems to ensure access and delivery of marketing communications tools, such as: photo and art libraries, technical documentation, internal corporate documents, and customizable print templates.
- Guided internal teams and business partners in their sales and marketing activities, including advertising and retail promotion, local adaptation of marketing tools, design and printing, and brand standards compliance.
- Supported internal communications activities, including tradeshow and conferences, investor and public relations, customer service, satellite service licensing, and government relations.
- Managed \$4.5 million budget and outsourcing of professional services.

**Results**

- Collaborated with senior management and internal teams to launch a new global brand and to market the first-ever global mobile satellite phone service. Met stringent delivery dates set by CEO.
- Orchestrated development, testing, production, and distribution of product and service literature for new subscribers (welcome kit, user guide, quick start card, SIM card holder, global customer care brochure, service coverage maps, etc.) in more than 10 languages, in under 10 months.
- Planned, produced, and delivered expansive suite of sales, marketing, and communications tools to worldwide affiliate companies. The program enabled regional teams to establish the Iridium brand and market the new service to select market segments, such as business travelers, oil and gas, mining, agribusiness, governments, and NGOs.
- Designed and deployed new brand standards, best practices and technical assistance literature.
- Strengthened brand image across global operations by providing brand management and tactical marketing assistance to affiliate companies, internal teams, and external partners.
- Built 500+ image library to support branding, sales, and marketing in world markets.
- Planned and art directed \$200,000+ photo shoots.

**PERSONAL INTERESTS**

News & information  
 Culture  
 Rock climbing  
 Cooking  
 Traveling

**APR 1994 - OCT 1997 | VP, SENIOR ART DIRECTOR | SUPON DESIGN GROUP (DISSOLVED) | WASHINGTON, DC**  
**Managing art director responsible for operational management, art direction and mentoring design staff, project and account management.**

- Developed design solutions for clients ranging from Fortune 500 companies to trade associations, to support their marketing, branding, and communications objectives.
- Art directed and designed communications materials for multiple media platforms, used in corporate relations, brand identity programs, product packaging and sales, recruitment, and professional services marketing.
- Managed projects, including promoting collaborative work methods, progress tracking and briefing, client relations, research analysis, budgeting, and outsourcing.
- Managed accounts and client relations.
- Provided strategic counsel and tactical support to business development, in particular: new business target selection, sales presentations, cost estimating and proposal writing.
- Shared management of agency operations relative to workload priorities, workflow systems, corporate policies, recruitment and evaluations for 18-person staff, and budgeting.

**Results**

- Improved operational systems and championed new corporate policies to maintain profitability as business grew, and to manage a 60% staff expansion over three years.
- Cultivated key accounts such as The George Washington University and Iridium LLC, resulting in increased revenue and stronger work samples to pitch new clients.
- Managed largest revenue-generating accounts effectively, contributing to the studio's growth and brand recognition in the design community.

**Selected Clients**

Associated Press, Black Entertainment Television, Coca-Cola, The George Washington University, IBM, Iridium LLC, Lucent Technologies, McDonald's, MCI, National Airport Authority, the Smithsonian Institution, Time-Life, the U.S. Air Force, the U.S. Postal Service, and The World Bank.

**MAR 1991 - APR 1994 | ART DIRECTOR | J. GIBSON & COMPANY (DISSOLVED) | WASHINGTON, DC**  
**Art director, responsible for creative leadership and development of design solutions, project management, client relations, and supervision of four-person team.**

- Led, art directed, and designed marketing and communications materials to enable the business, education, branding, and advocacy objectives of clients in the public and private sector.
- Managed projects, including progress tracking and reporting, client service, estimating, budgeting, and outsourcing.

**Selected Clients**

Doctors Without Borders, Franklin Bancorporation, International Finance Corporation, The National Women's Law Center, The Nature Conservancy, U.S. News & World Report, USTravel, and The Wexler Group.