

**Strategic Communications Professional**

**Summary:** A versatile corporate communications practitioner with proven strengths in B2B media relations, public affairs and business writing. I've accumulated broad knowledge and experiences over my career, connecting with key audiences – external and internal – in Global 500 corporate, agency and non-profit organizations to define, promote and protect images and reputations.

**Work Experience/Strengths**

**The McDonnell Group, Roswell, Ga.**

*Director, Public Relations October 2009 – Present*

Lead the public relations services arm for this boutique research and communications firm, representing IT and equipment companies that provide smart grid technologies or services for utilities (power, water, telecom). Direct a staff of three, primarily responsible for creating strategies to position clients as thought leaders before key publics with classic PR communications platforms as well as social media. Produce OpEds, white papers, case histories, press releases, employee newsletters and blog entries, as well as steer media and industry analyst relations focusing on national, regional, local, business and trade outlets.

- Publicized the world's first grid-scaled energy storage deal resulting in global media pick up, including the *Wall Street Journal* and *New York Times*
- Placed in charge of the firm's public relations practice P&L in less than a year after starting service

**Voices for Georgia's Children, Atlanta, Ga.**

*Director, Communications January 2005 – July 2009*

A start-up position responsible for all communications strategy and execution to develop brand identity and awareness for this research-based, non-profit child advocacy. Responsible for all concepts and production of external communications including publications, news releases, web, e-newsletters and special events. Audiences are comprised of state and federal legislators, state agency commissioners and directors, business leaders, charitable foundations, advocates and other child serving organizations and the general public.

- Revamped website, boosting traffic from several hundred to 20,000 hits per week
- Established Voices as a "go-to" statewide media contact for public policy concerning children
- Built a state-wide coalition of over 100 child service and advocate organizations to address certain public policy as a single voice to the state legislature

**M2 Communications, Roswell, Ga.**

*Private Practitioner March 2003 – January 2005*

Providing research and writing services for a variety of clients on a project and contract basis during the transition period after Siemens.

**Siemens Corporation, Alpharetta, Ga.**

*Manager, Public Relations January 1991 – March 2003*

Responsible for all media relations/branding initiatives as primary spokesman in a cross-functional team serving the industrial businesses of Siemens Energy & Automation in North America, including industrial automation and related core businesses. Provided strategic council to the company's lighting and power transmission businesses, as well as exposure to industrial markets served that include automotive, food and beverage, logistics systems and metal processing. Promoted from Account Group Supervisor to Sr. Account Group Supervisor to Manager.

**Marc Marton, p 2.**

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- Liaison to members of the trade, technical, business and financial press (including industry analysts). Planned and executed successful launch of a new company, Siemens Industrial Automation, as well as numerous full-scale product introductions, crisis plans and numerous special projects
- Managed news distributed to external publics via print or Internet, and act as company spokesperson nationally for issues affecting SE&A facilities in other communities, such as site contaminations, reductions in force and industrial accidents. Gained local exposure for Siemens nationwide worker training initiative on-line and in print and broadcast media
- Identified/developed strategic editorial and speaking opportunities as well as other public platforms for key SE&A management and businesses, including multi-city press tours, press conferences, editorial board meetings, media briefings, conference calls and communications surrounding NASCAR sponsorship
- Developed content for intranet site to provide SE&A employees with understanding of the value and function of PR, how it works, interdependencies and services provided. Approach and material has been adapted by other Siemens operating companies globally for similar internal communications

**SJF Associates, Inc., Morris Plains, NJ**

*Account Manager August 1988 – January 1991*

Full-service public relations firm. Produced communications materials and coordinated special events for two main clients. Association management and publicity firm for the Research & Development Council of New Jersey, a professional association for industrial organizations in the state that included the leading pharmaceutical, chemical, electronics and engineering companies. Also the chief fundraising and publicity firm for \$70 million Liberty Science Center, a hands-on technology learning museum intended for promoting science to elementary school-aged children.

- Researched and wrote all news releases, newsletters, annual reports, speeches and other promotional material. Provided background and input for remarks and letters for CEOs, then New Jersey governor Thomas Kean and state legislators, as well as speech material for then President George H.W. Bush
- Organized, budgeted, wrote speeches for, photographed and handled all logistical elements for fundraising dinners and special events
- Acted as liaison to R&D Council member companies and prospective members
- Monitored legislation associated with New Jersey State assembly impacting SJF clients

**Relevant Experience**

***Reporter, Summit Herald, Summit, NJ***

Weekly community newspaper. Sourced, wrote and photographed coverage of township committee and planning board meetings, police activity and general interest stories in Berkeley Heights and New Providence, NJ. Work was well received by community and the position of editor-in-chief was offered.

***Production Assistant Intern, ComVideo, Hillsborough, NJ***

Participated in all phases of studio and remote production for local cable TV station, including camera work, technical directing and editing.

**Education**

Cum Laude, Fairleigh Dickinson University, Teaneck, NJ, BA Communications, 1983

**Accreditation**

Public Relations Society of America Accreditation (APR), 1998

**References furnished upon request.**