



## Ricoma Media Experience Continued

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### Public Relations

- o Advised a real estate client to include a Mercedes with the purchase of a home. Story was covered with a photo on the front page of the *Detroit Free Press*' Real Estate section (March 31, 2006), and home was sold within 2 days.

### **Large Corporation                      Managing Producer, Writer, Internal Communications                      Apr. 2000 – Mar. 2006**

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Managing producer for a daily television broadcast of company news and intranet web news page. Managed 5-6 writers/producers to complete 5-7 stories per day. Allocated an annual budget of \$460K, developed scripts and coordinated approval process. Supervised production of daily broadcasts and web stories. Produced and wrote videos for auto shows and video news releases for national distribution. Responsible for budgeting video, hiring talent and coordinating shoot pre- and post-production.

### Internal Communications

- o Strategy was to ensure that the internal communications pieces were credible and relevant to employees at all levels of the organization.
- o Streamlined video production by eliminating studio time and modifying the format. Changes resulted in a savings of \$500K annually. Additionally saved the department \$25K annually by streamlining camera crew placements.
- o Identified unique communications opportunities by traveling to plants in North America and working with local plant communications departments.

### Crisis Communications

- o Served on a communications team during a sexual harassment incident in Chicago that became the focus of an NBC Dateline report. Took the position that the company had made a mistake in how the case had been handled and company did not receive any additional unfavorable press regarding the incident.

### **Large Corporation                      External Communications, Broadcast News Liaison                      Nov. 1995 – Apr. 2000**

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Broadcast liaison with National, Local and International electronic media. Coordinated and scheduled all National and International press interviews between the company's CEO and Vice Presidents for the 1996 and 1997 North American International Auto Show in City.

### Public Relations

- o Recognizing that the media is interested in technology angles, successfully pitched stories about the anti-aging suits used by Ford engineers to simulate limited mobility when designing cars targeting the baby-boomer population, and the run-flat tire first introduced by Ford.

**Career Note:** Additional professional background includes positions as a Media Trainer at Bock & Associates, Weekend Weather Anchor/Reporter for WKBD-TV in Southfield, MI, Broadcast Coordinator for the Michigan Senate Republican News Office in Lansing, MI, Press Secretary for the Bush for President Michigan Campaign, and a Reporter/Weekend News Anchor for WILX-TV in Lansing, MI. **Details available upon request.**

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## EDUCATION and COMPUTER SKILLS

Currently a guest lecturer on Public Relations Strategies for U-M Dearborn and Michigan State University.

Mississippi State University, Starkville, MS

Broadcast Meteorology Certificate

Central Michigan University, Mt. Pleasant, MI

B.A. Communications

Microsoft Office: Word, PowerPoint and Excel. Experience with Photoshop and Illustrator