

## Expertise

- ❖ Corporate and not-for-profit publications and communications development.
- ❖ Media coach and ghost writer for senior level professionals.
- ❖ Strategic promotion of fundraising activities and donor acknowledgment.
- ❖ Market research and competitive market intelligence.
- ❖ In-house and agency experience in not-for-profit and corporate environments.

Relations experience with media and communications professionals at CNN; C-SPAN; NPR; CBS News, *Newspath*, and *The Early Show*; ABC *World News Tonight* and *Good Morning America*; NBC *Today*; Associated Press; Reuters; the *New York Times*; the *Boston Globe*; the *Wall Street Journal*, and regional and local newspapers, TV and radio programs, and magazines.

## Education

Master of Fine Arts, Writing  
[Omitted] College  
City, ST

Bachelor of Arts, English  
University of [Omitted]  
City, ST

# Nancy Standard

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## Senior Communications Professional

*Not-for-Profit ~ State Government ~ Education*

### SUMMARY & OBJECTIVE

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To leverage more than ten years of writing, editing, coaching, and publications experience into a full time publications development position with a not-for-profit organization.

Leading creative and project management professional. Innovative and resourceful with demonstrated expertise in developing original solutions to complex communications problems. Creative problem solver with analytical research skills. Proven written and verbal aptitudes for internal and external audiences.

### PROFESSIONAL EXPERIENCE

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#### Publications & Collateral

- Web copy, ad copy, press releases and releases, and information materials.
- and letters of correspondence; briefing materials.
- Quarterly and monthly newsletters, annual photographic calendar.
- Parent/Student Handbooks: individual versions for 15 schools.
- Quarterly legislative reports, charter school applications.

#### Internal & External Communications

- Ghostwriter of speeches and proclamations for senior government officials.
- Design team leadership; media coaching on press pitching story ideas.
- In-house press policy development and staff coaching. Frontline communications with press. Daily and weekly news coverage updates.
- Principal media contact and company / agency spokesperson for presidential library and museum, as well as environmental and conservation groups.
- Garnered press coverage of high level fundraising events and parties.

#### Coaching

- Media coaching for foundation president and board members.
- Briefing package writer.
- Coaching for school directors and educators.
- Briefing materials and direction for government officials.

#### Fundraising

- Principle March of Dimes negotiating contact with national office, with direct impact on special events income in Washington D.C. and New York City.
- Private and public donor recognition on behalf of development vice president.
- Major donor liaison for not-for-profit administrators and board members.
- Events organizer for fundraisers on behalf of school administrators
- Prospect researcher for not-for-profit organizational funding opportunities.

### WORK HISTORY

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**Public Relations Account Executive**, Muse Group III, City, ST, 2005-05

**Communications Director**, John F. Kennedy [Omitted], City, ST, 2002-04

**Public Affairs Director**, Department of Environmental Protection, City, MA, 2001-02

**Communications Director**, [Omitted] Schools, City, ST, 1999-2001

**Media & Marketing Coordinator**, Governor's Office of External Relations  
City, ST, 1994-96

**Instructor**, [Omitted] College, City, ST, 1993-1997

~ Portfolio Enclosed ~