

## PROFILE

Creative, dedicated and highly organized public relations, marketing and communications professional with strong writing, editing and graphic design skills, Web site management adeptness and media relations expertise with proven track record. Fifteen years of experience encompassing consumer, business-to-business and nonprofit marketing, media relations, business development, advertising, fundraising communications, product and service promotions, Web site and graphic design and online content management.

## PROFESSIONAL EXPERIENCE

### **Dorsky Hodgson Parrish Yue Architects** – Cleveland, Ohio (05/07 – 10/07)

#### *Marketing Communications Manager*

- Developed strategies to improve functionality, usability and search engine optimization for Web site
- Worked with vendor to refine Web site design and content management system
- Created media/press kit for firm's public relations outreach and rewrote language for firm's Web site
- Drafted responses to requests for proposals (RFPs)
- Copyedited and worked with graphic designer on layout, design and printing of a 52-page self-published survey report entitled *National Whole-Person Wellness Survey – Final Report*

### **American Red Cross** – National Headquarters, Washington, D.C. (01/04 – 04/07)

#### *Content Manager, Online Media* (05/05 – 04/07)

- Coordinated content and news coverage of programs, services and relief operations around the clock for the American Red Cross national public Web site, which receives 35,000 to 50,000 unique visitors daily and can experience a traffic increase of up to 3,000 percent during major disasters
- Supervised a staff of five, assigned and edited news stories, and supported volunteer field writers deployed at disaster operations as well as coordinating story submissions from chapters and volunteers
- Edited articles for award-winning magazine commemorating the 125<sup>th</sup> Anniversary of the American Red Cross with more than 90,000 copies distributed to members of the public, donors, volunteers, media and government officials
- Created and maintained an annual editorial calendar for news reporting and online content publication
- Covered and photographed breaking news, events, conferences, etc., authoring stories and photo essays
- Managed, wrote and edited online content, designing Web pages for maximize usability by visitors
- Developed templates for use in quickly posting emergency disaster response information
- Worked collaboratively with a consulting agency to redesign the organization's Web site with a strong focus on usability while working extensively with stakeholders and liaisons to prepare content for migration from the old to the new design

#### *Associate, Communication & Marketing* (01/04 – 05/05)

- Led writing and editing efforts for the organization in a joint public relations campaign, "Neighbors Give Life," with a corporate partner and national recording artist that garnered more than 980 media hits and 94.4 million impressions
- Drafted detailed briefing documents and FAQs for a major television network to use to create a program script and telephone scripts for a national, commercial-free telethon, "Tsunami Aid: A Concert of Hope," that raised \$22.9 million
- Worked with local field units and partners to promote a fundraising and visibility opportunity with national cable talent search program, resulting in the raising of nearly \$180,000 in donations, 52 local media hits and visibility on four episodes with a weekly audience of 3+ million viewers
- Designed and authored media kits, electronic press kits, press releases, media alerts, backgrounders, key messages, talking points, frequently asked questions and developed template press materials for use by field units
- Authored public service announcements and helped supervised filming of b-roll and materials for video news releases
- Developed online versions of recognition and stewardship reports to support donor relations and customer/employee donation programs

# Leigh-Anne M. Dennison

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## **Carfax, Inc.** – Corporate Headquarters, Fairfax, Va. (07/00 – 01/04)

*Media and Public Relations Specialist*

- Increased visibility of brand and category awareness through public relations efforts, reaching more than 706-million consumers for approximately \$13-million in ad equivalency in one year and 1.285 billion consumers with an ad equivalency of more than \$32 million in two years
- Cultivated relationships with trade, consumer and national news media, including *Reader's Digest*, *Good Morning America* and *20/20*, and local reporters/producers in top 50 broadcast markets to produce news segments
- Researched and helped develop successful cause-related, philanthropic program for company to demonstrate social responsibility and community involvement; developed content and promotional campaigns through extensive research, writing, editing and relationships with subject matter experts
- Monitored public relations department budget, preparing purchase orders and invoices for approval by managers
- Negotiated contracts for services from vendors including printers, media tracking services and news release distributors
- Initiated and led internal communications campaigns for products, services, employee programs and sales incentives; resulted in a promotion to a leadership role for company intranet
- Wrote, reviewed and edited video and audio news release scripts, working with vendors on recommended video edits
- Arranged interviews, prepared spokespeople with relevant information and statistics, and located customer testimonials
- Interviewed as a spokesperson and worked with media contacts in local markets across the country and national media on all aspects of stories, including providing research, background information, b-roll and expert quotes
- Developed targeted media lists, pitched media, built relationships with contacts and tracked media hits for ROI reporting

## **KA Inc. Architecture** – Corporate Headquarters, Cleveland, Ohio (04/98 – 06/00)

*Marketing and Public Relations Coordinator [and Team Secretary (04/90 – 01/91)]*

- Implemented a public relations strategy for a mid-size, nationally recognized architectural firm resulting in a \$1.2 million ad equivalency, doubling the firm's media presence each year
- Researched and wrote technical articles for trade publications on behalf of firm experts, increasing visibility and enhancing relationships with partners and vendors utilized as supplemental expert sources
- Authored, designed and maintained marketing materials such as architectural project profiles
- Developed forms and procedures to streamline operations and improve efficiency
- Researched, conducted interviews, wrote and fact-checked industry and technical articles
- Created graphics and layouts for print advertisements, promotional signs and flyers and brochures
- Designed profile sheets for architectural projects for use in submitting responses to requests for proposals

## **R.G. Vanderweil Engineers, Inc.** – Cleveland, Ohio (01/96 – 04/98)

*Marketing Assistant and Office Administrator*

- Assisted mechanical, electrical and plumbing engineers with the development of marketing proposals and responses to technical requests for proposal for a variety of mixed-used projects, such as office buildings, laboratories and commercial retail centers, supporting new business development
- Handled office administrative and management duties from reception, shipping and receiving, accounts payable, new employee orientation and document preparation and management
- Planned and arranged holiday events, including booking locations and designing menus

## **Republic Savings Bank** – Richmond Heights, Ohio (08/92 – 12/95)

*Marketing and Retail Division Assistant*

- Absorbed writing and creative duties, including the creation of advertisements for print media, that had previously been handled by consultants, eliminating the expense of an outside agency
- Managed staff sales incentive program and worked with marketing manager to plan and execute quarterly sales rallies
- Authorized and purchased premium items and services, managed office supplies, equipment and vendors
- Organized and helped execute sales rallies, selected themes and created promotional materials and programs
- Coordinated and executed direct mass mailings to customers

## FREE-LANCE & VOLUNTEER EXPERIENCE

### **Animal Welfare & Advocacy Site** – Ohio and Va. (04/98 – Present)

*Webmaster, Graphic Designer and Owner*

### **Local Bands** – Ohio and Va. (02/96 – 12/06)

*Webmaster, Graphic Designer and/or Photographer*

The Hickories (04/06 – 12/06), The Fragments (07/03 – 11/05), HoneyLamb (07/01 – 01/04), Razor's Edge (01/01 – 05/02), and The Palindromes (02/96 – 06/99)

### **Alliance for Stray Animals & People** – Alexandria, Va. (05/01 – 10/02)

*Webmaster, Graphic Designer, Photographer and Adoption Counselor*

### **Joan's Kitchen Online** – Cookbook Author – Cleveland, Ohio (02/02 – 09/02)

*Webmaster and Graphic Designer*

### **Baldwin-Wallace College Radio Station WBWC 88.3 FM** – Berea, Ohio (09/93 - 11/95)

*Operations Director (05/95 – 11/95), Promotions Director (09/03 – 05/95) and On-Air Talent/Board Operator (11/93 – 11/95)*

## REPRESENTATIVE PUBLICATIONS - Including, but not limited to, the following:

- *National Whole-Person Wellness Survey – Final Report*
- *Changing Face of Help:  
The American Red Cross Turns 125*
- *Building Operating Management*
- *Professional Retail Store Maintenance*
- *Shopping Center Business*
- *F & I Magazine*
- *Shopping Center World*
- *Midwest Real Estate News*
- *Properties Magazine*

## COMPUTERS & REPRESENTATIVE SOFTWARE - Including, but not limited to, the following:

- PC and APPLE Compatible Systems
- MS Office Suite – Word, Excel, PowerPoint, Outlook
- Dreamweaver and HTML Text Coding
- Bacon's Media Source & Media Monitoring
- Photoshop and other Adobe Software Programs
- Vignette Content Management System

## SELECT AWARDS OR HONORS

- Custom Publishing Council Pearl Awards 2006  
Editorial, *The Changing Face of Help: The American Red Cross Turns 125*  
– Gold Award for Excellence in Editorial for Best New Publication/Other – Red Cross/Penton Custom Media  
– Gold Award for Best Overall Editorial (50,000 – 250,000) – Red Cross/Penton Custom Media
- American Red Cross Spirit of Excellence Award 2004
- Republic Savings Bank Outstanding Individual Effort Award 1994

## EDUCATION

- Continuing Education, Seminars and Training (Various)  
*Conversational Spanish, Media Training, Web site Design, Photoshop and Achieving Exceptional Customer Relations*
- Baldwin-Wallace College – Berea, Ohio (09/92 - 11/95)  
*Communications Major, GPA 3.68*
- Bryant & Stratton Institute – Richmond Heights, Ohio (07/89 - 06/90)  
*Administrative Major, GPA 4.00*
- Mentor High School – Mentor, Ohio (Graduated 06/88)  
*English/College Preparatory, Cum Laude*