

## **CAREER OBJECTIVES**

To secure career employment in public relations while making significant contributions in helping my employer to fulfill its mission.

Managed public relations programs for the two school districts and one hospital in South Carolina. Winner of the SC Chapter of the National School Public Relations Association Medallion Award in 2000 (bronze), 2001 (gold), and 2002 (silver) for overall excellence in communication, public relations, and marketing. Winner of multiple state awards for individual public relations projects.

## **EDUCATION**

Bachelor of Arts in Political Science and Communications, Clemson University

## **EMPLOYMENT HISTORY**

### **Senior Communications Editor, Richland County School District One (Columbia, SC)**

- Coordinate all internal communications for the district's 5000 employees.
- Compiles information for, writes and edits materials for use in district-wide publications, including a weekly employee newsletter, brochures and calendars; edits materials to be published by other departments and schools.
- Coordinates the graphic design, printing and distribution of publications; takes photographs for use in printed materials
- Coordinates programs of internal staff relations and recognition, including Teacher of the Year, Employee of the Year, perfect attendance, achievement, retirement and longevity recognition programs.
- Provides copy for and assists with the design of the district's World Wide Web page.
- Coordinates the district's award-winning employee Intranet. Initiated a complete redesign in Summer 2008.
- Created the district's first electronic newsletter.
- Coordinated the district's first communications audit (an outside assessment of the district's public relations efforts).

### **Self-employed; Co-owner of a wedding and portrait photography studio**

- Co-owner of Cain Photography, a home-based photography studio specializing in wedding\photography and family/children portraiture.

### **Public Information Coordinator, Darlington County School District**

- Activities included writing press releases, developing publications and projects to promote the school district and its programs, and acting as a spokesperson for the district.
- Planned an annual budget of \$100,000 to meet the district's public relations objectives.
- Served on the superintendent's cabinet.
- Created the district's first electronic newsletter for employees.
- Participated in the district's first bond referendum campaign as a member of the SOS (Save Our Students) Committee. Photographed, produced, and presented a slide presentation on the district's building needs.
- Produced two videotape presentations on the district's schools.
- Wrote a monthly column (under the superintendent's signature) for local newspapers.
- Reviewed and revised the district's board policies regarding public relations.
- Planned and organized the district's first workshop for new administrators.

**Public Relations Coordinator, Saint Eugene Community Hospital (Dillon, SC)**

- In charge of all public relations and marketing for a 90-bed community hospital. Developed projects and strategies that helped Saint Eugene become the first South Carolina hospital to win the prestigious Malcolm Baldrige Quality Award.
- Planned an annual budget of \$125,000 to meet the hospital's public relations objectives.
- Developed and placed advertising to market the hospital, two physician practices, three rural health clinics, and one health and wellness center.
- Member of the hospital management team.
- Created the hospital's first speakers bureau.
- Member of the SSM Healthcare System corporate Web design team.

**Public Information Officer, Mullins School District (Mullins, SC)**

- Activities included writing press releases, developing publications to promote the school district and its programs, and acting as a spokesperson for the district.
- Developed the district's first organized public relations program and wrote its first public relations plan.
- Advised the superintendent and board on public relations issues.
- Produced and hosted a weekly thirty-minute radio program on school news and activities.
- Developed communications strategies that helped the district institute a successful building program to eliminate portable classrooms.

**Editor, The Weekly Observer (Hemingway, SC)**

- Hired as a reporter in May 1983. Promoted four months later.
- In charge of the day-to-day operations of the newspaper. Duties included supervising a staff of four, chief writer, photographer, and layout designer.

**QUALIFICATIONS/TRAINING/COMMENDATIONS**

- Proficient in desktop publishing and web design, including Microsoft Office suite (Word, Excel, Outlook and PowerPoint), Quark, PageMaker, Photoshop, Dreamweaver, Contribute and MS Explorer.
- Past member of the Carolinas Hospital Public Relations and Marketing Society.
- Successfully completed a course on medical terminology with a perfect score.
- Member of the National School Public Relations Association and the SC Chapter of the National School Public Relations Association. Past member of the SC/NSPRA Executive Committee.
- Expert photographer with over 25 years of experience in 35mm, medium format, and digital photography.
- Winner of the SC Chapter of the National School Public Relations Association Medallion Award in 2000 (bronze), 2001 (gold), and 2002 (silver) for overall excellence in communications, public relations, and marketing.
- In 1987, the Mullins School District's public relations program was chosen as the state's best for programs in existence for three years or less.
- Past Chairman Darlington County School District Heart Walk Campaign.

**REFERENCES**

- Available upon request