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SUMMARY

An accomplished freelance writer and public relations professional with 15+ years of corporate and agency experience in strategy development, business-to-business and consumer media relations, global brand building and positioning, crisis management and executive speechwriting

PROFESSIONAL EXPERIENCE

FREELANCE WRITER/PR CONSULTANT, San Francisco, CA, 9/03 – 8/05, and 12/08 – Present
Principal

- Built and manage a successful communications consulting/freelance writing business
- Deliver value to a diverse group of clients through communication strategies, press releases, bylined articles, whitepapers, brochures, case studies, Web copy and executive speeches
- Clients include Avanquest (software publishing), CCH (business software), DWS Investments (financial services), Financial Engines (investment management), Hewitt Associates (HR consulting/outsourcing), HumanConcepts (HR software), The Nielsen Company (consumer packaged goods information), The Real Learning Company (corporate training), Visionael (network security), Yahoo! (online recruiting) and more

FINANCIAL ENGINES, Palo Alto, CA, 8/05 – 11/08 (Investment Management)
Senior Manager of Public Relations

- Developed PR strategies to position the company as a leader in a crowded market
- Served as primary writer for all press releases, pitches, op-ed pieces, executive speeches, speaking abstracts and Web copy
- Built strong relationships with trade, regional, national financial and business media
- Developed messaging, media trained and accompanied executives on national media tours
- Coached and accompanied executives for testimony at the U.S. Department of Labor
- Functioned as “the voice” of Financial Engines, creating a company-wide style guide and creating messaging/positioning for the marketing team
- Served as a core member of project team charged with re-branding the company
- Led a cross-functional team to create and launch The Financial Engines National 401(k) Evaluation—an assessment of the investing mistakes made in 401(k) portfolios, generating coverage in major business publications nationwide, including *The Wall Street Journal*, *Fortune*, *Forbes*, *Money*, *USA Today*, *Associated Press*, *Reuters* and regional publications
- Team awarded the Financial Engines Team Accomplishment Award in July 2008

BRASSRING, San Mateo, CA, 6/00 – 9/03 (Enterprise Recruitment Software/Services)
Director of Corporate Communications

- Built and led a strong communications team to support the company’s business objectives
- Served on the senior management team and executive operating committee, managing all communication strategy, media relations, analyst relations and internal communications
- Ghost-wrote executive communication for the company’s CEO and senior management team, including internal communications, speeches, articles and presentations
- Developed a successful industry analyst program, forging strong analyst relationships
- Conducted quarterly media and analyst tours, consistently generating positive coverage
- Coordinated company award entries, resulting in multiple industry awards, including *Forbes’* Best of the Web (HR Category), IDC’s Top 10 eRecruiting Providers, *Upside’s* Hot 100 Privately Held Companies, *Information Week’s* Top 100 Application Service Providers and *HR Executive’s* Best Products of 2000

HEWITT ASSOCIATES, Lincolnshire, IL, 4/95 – 6/00 (HR Outsourcing and Consulting)
Senior Public Relations Manager

- Developed and implemented strategic campaigns to raise awareness of the firm and its outsourcing and consulting practices, consistently increasing media coverage year over year
- Worked closely with the firm's research group to identify key trends and story angles for reporters covering retirement, healthcare and the workplace
- Served as primary speechwriter for the firm's CEO
- Media trained spokespeople for television, radio and print interviews
- Served as corporate spokesperson for media inquiries on company/industry issues
- Organized an effective media campaign to build Hewitt's brand awareness in Europe
- Managed a PR agency in London (Fleishman-Hillard), as well as designers and freelancers
- Conducted numerous successful press conferences and media tours, securing placements in national/international publications, including *BusinessWeek*, *The Financial Times*, *Fortune*, *The New York Times*, *USA Today* and *The Wall Street Journal*

CCH INCORPORATED, Riverwoods, IL, 9/93 – 4/95 (HR and Accounting Software)
Public Relations Specialist

- Supported CCH business units with media relations and strategy development, increasing CCH's visibility in national and trade media by over 100 percent in one year
- Conducted successful media tours, generating positive software reviews used as sales tools
- Led campaign that was awarded the *Publicity Club of Chicago's Golden Trumpet* for the best corporate public relations campaign of 1994
- Awarded the CCH *Excellence in Action Award*, September 1994

GOLIN/HARRIS COMMUNICATIONS, Chicago, IL, 11/90 – 9/93 (Public Relations Agency)
Account Executive

- Managed all public relations and analyst relations for NEC's Multimedia Business Unit
- Coordinated national media introductions of five new Chrysler vehicles, including the Dodge Viper and Dodge Neon
- Researched and wrote articles for Dow's "*Quality Performance Newsletter*"
- Team awarded the 1991 IABC Creativity in Public Relations Award

EDUCATION

DePauw University, Greencastle, IN
Bachelor of Arts (cum laude), May 1990
Major: Political Science – Elected to Pi Sigma Alpha (National Honorary)
Minor: English Literature

OTHER INTERESTS

Creative writing, international travel, hiking, art history, tennis, yoga

References Available Upon Request