

## Qualifications Summary

Accomplished and dynamic professional who has successfully managed and transformed communications across government, corporate, and media sectors, securing top-tier media placements and driving multi-faceted campaigns. Practiced and dedicated leader with vast experience building cohesive teams and mentoring staff. Expertise in crafting and leading effective communication strategies across multiple platforms, including media relations, branding, and public affairs. Creative and innovative thinker who designs and produces unique and compelling stories that resonate with diverse audiences. Proven track record of securing positive media coverage, creating impactful news stories, and producing engaging content, including videos, articles, and photography. Skilled in cultivating new clients, developing revenue-generating initiatives and increasing awareness of organizational commitments.

## Areas of Expertise

- ◆ Strategic Communications
- ◆ Team Leadership
- ◆ Crisis Communications
- ◆ Business Development
- ◆ Media Relations
- ◆ Writing & Editing
- ◆ International Reporting
- ◆ Relationship Building
- ◆ Content Creation
- ◆ Production
- ◆ Broadcasting
- ◆ Brand Enhancement

## Professional Experience

### **U.S. Department of State, Public Affairs & Media Relations Specialist - Contractor, January 2018 - Present**

Regularly engage with regional, national, and international media outlets to secure positive coverage; liaise between leadership and journalists to ensure accurate and favorable representation. Collaborate with internal teams to develop and implement cohesive messaging strategies that align with organizational goals. Monitor media landscape to identify opportunities and challenges, adapting strategies as needed. Mentor and train new hires on company policies, procedures, and best practices to create cohesive groups.

- Positioned 50+ positive stories in major media outlets (ABC, CBS, NBC, Fox), enhancing public perception.
- Promoted from Writer/Editor/Press Officer to Public Affairs & Media Relations Specialist for securing outstanding media coverage and executing impactful messaging.
- Led media campaigns spotlighting DSS involvement in significant events such as the UN General Assembly and World Cups.
- Coached DSS leadership for public speaking and media interviews, enhancing message clarity and confidence.
- Oversaw design overhaul and publication of monthly newsletters and daily news clips, leading to increased audience engagement.
- Authored and published 60+ articles, produced 10+ videos, and captured 1K+ events, improving the owned-media footprint.

### **Analytic Services, Inc, Corporate Communications Director, 2015 - 2017**

Oversaw all communication plans and campaigns, creating and implementing forward thinking approaches that aligned with organizational goals to enhance brand visibility and reputation. Partnered with various departments and leadership to coordinate unified messaging across all areas of the business. Regularly monitored and evaluated media landscape, industry trends, and analytics to assess the effectiveness of communication strategies.

- Completely overhauled corporate communications with limited resources during a critical period, instigating positive change within the organization.
- Crafted and executed a multi-faceted strategic communications campaign to boost awareness of Analytic Services and its public service commitment, resulting in enhanced corporate reputation.
- Successfully completed a 12-month leadership program to fast-track career progression, emphasizing managerial skills and strategic thinking.
- Earned an Excellence Award for notable contributions in advancing corporate communications, reflecting dedication and impact on organizational goals.

### **Analytic Services, Inc, Senior Analyst, 2013 - 2015**

Led the daily planning and implementation of strategic initiatives and projects, aligning with organizational objectives and generating revenue. Utilized an extensive global contact network to cultivate new clients and business opportunities, fostering growth and expansion for the organization and enhancing brand recognition.

- Positioned the company as an industry leader through the publication of 15+ articles, execution of 19 events, and active promotion of accomplishments to media and stakeholders.
- Honored with the Trustee Award and two Excellence Awards for significant contributions in advancing corporate goals, reflecting a commitment to organizational success.

### **Tokyo Broadcasting System, Inc, Broadcast Journalist, 2001 - 2012**

Directed comprehensive news production and event coverage for the Washington, D.C. Bureau, ensuring timely and accurate reporting. Skillfully produced bilingual news content across 25+ countries, 5 continents, and 30+ states, demonstrating linguistic versatility and international awareness. Orchestrated daily planning, directing, and producing of news content, ensuring alignment with editorial guidelines and audience interests.

- Successfully pitched and broadcast hundreds of compelling news stories under stringent deadlines, showcasing adaptability and journalistic integrity.
- Leveraged the role of Foreign Correspondents Association president to improve White House access, enhancing coverage quality and scope.

### **Department of Justice, Antitrust Division, Paralegal, 1998 - 2001**

## **Education**

**BA in International Studies and Japanese Minor, American University, Washington, DC**