

Janet Reese, MA

Reese Communications: www.RinPR.com

Summary

Public-relations professional skilled in crafting and placing key messages with target audiences; producing high-quality, effective content; managing projects; training staff; and promoting events, products and services.

Proven success in writing, editing, publicity, college teaching, training, public speaking, presentation coaching, media relations and crisis communications, strategic planning, project management, publication production, social media, YouTube videos.

Professional Experience

Principal/Consultant, Reese Communications www.RinPR.com, 2001-present

Enable organizations and individuals to achieve their business objectives through effective communications and public relations. Client services include consulting, writing and editing, publicity, presentation/public speaking coaching, training and teaching.

- *Consultant and presentation coach.* Project examples: helped to launch a new university degree program, media-trained government officials, generated new business for a dental practice, publicized a unique design concept for an architectural firm, helped managers hone their public speaking skills. Crafted and delivered workshops: “How to Ace Job Interviews,” and “Taking Charge of Media Interviews” with a 20-page guidebook.
- *Professional writer and editor* with articles published in national and regional magazines and newspapers shown on next page. Garnered first global publicity for the American Mountaineering Museum in Golden. Three-year freelance outdoor article contributor to the *Rocky Mountain News*.

Adjunct Professor, Arapahoe Community College, Littleton, CO, Fall 2010-Spring 2014

Successfully taught academic three-credit public speaking course to more than 100 college students over eight semesters. Designed and managed course website with Desire2Learn online course management system. Prepared course syllabus and calendar, online exams. Designed instructional materials, lesson plans, course assignments and grading rubrics. Delivered in-classroom lectures using new media and interactive learning activities. Critiqued students’ speeches and graded assignments. Completed extensive professional teaching development training.

Public Relations Associate, PacifiCare, Greenwood Village, CO, 1999-2000

Managed statewide media relations program for a large Colorado HMO. Planned and implemented strategies and public relations programs designed to advance the company’s reputation and promote community relations. Cultivated positive working relationships with reporters. Company spokesperson skilled in crafting and delivering difficult messages.

- Created an in-house media relations program and office that boosted efficiency and lowered costs. Previously, media jobs were outsourced.
- Minimized coverage of damaging news regarding managed care issues.
- Prepared key messages, issues briefs, and Q&As for media spokespersons.
- Produced news releases, media kits, letters to the editor and media pitches.
- Generated extensive media coverage for “Memories in the Making,” a statewide art program for Alzheimer’s patients.

Continued

Public Information Officer, City of Aurora, City Manager's Office, 1995-1999

Managed internal and external communication programs for Colorado's third-largest city. Provided communication support to department directors and managers.

- Implemented, managed and promoted Aurora's first telephone citizen information system, "Ask Aurora," featuring 200 public service messages.
- Directed the design, implementation and maintenance of Aurora's first web site.
- Initiated, developed and presented workshops on media relations, writing and public speaking; trained 200 managers and employees.
- Wrote and produced two monthly newsletters: *Inside Aurora* for 2,200 employees and *News Aurora* distributed to 56,000 citizens.
- Wrote and co-produced "Welcome to Aurora," a new-hire employee orientation video.
- Co-produced and hosted three segments of "Community Snapshot," a citizen outreach program aired live on Aurora's KACT-TV Channel 8.

Editor, National Jewish Medical and Research Center, Denver, CO, 1992-1995

Creatively planned publications to promote strategic messages to key audience groups.

Produced two health care newsletters; facilitated media interviews and video productions.

- Implemented a desktop publishing system that saved the Public Affairs Department more than \$10,000 annually in graphic design costs.
- Wrote, edited, and designed monthly *Rapport* newsletter for 1,200 employees and biannual *LUNG LINE Letter* distributed to 65,000 consumers nationwide.
- Improved design, content and style of employee and consumer newsletters by directing publications' redesign and editorial focus.

Additional experience: Freelance Writer, Denver, 1990-1992; National Sales Manager, meetings and conferences, 1987-1990 at **Beaver Run Resort and Conference Center**, Breckenridge, CO; National Group Sales Manager, 1985-1987 at **Copper Mountain Resort**.

Education / Certifications

M.A. in Communication (GPA 4.0), University of Denver

B.S. in Recreation and Park Management, Pennsylvania State University

Accredited in public relations (APR), Public Relations Society of America

Distinguished Toastmaster (DTM) - Toastmasters International highest level of achievement.

Writing Credits

*Published numerous articles in national and regional magazines and newspapers including *Vigor Magazine* (Centura Health), *USA Weekend*, *Rocky Mountain News*, *The Denver Post*, *Dallas Morning News*, *Denver Business Journal*, *5280: Denver's Mile-High Magazine*, *Colorado Business Magazine*, *Colorado Homes & Lifestyles*, *Colorado Expression*, *Colorado Municipalities*, *Delta SKY*, *United Hemispheres*, *Toastmaster Magazine*, *Heart Insight* (American Heart Association), *Let's Live*, *Earth Observation Magazine*, *Des Moines Register*, *Summit County Journal*, *Urban Land*, *AAA Rocky Mountain Motorist*, *Buzz in the 'Burbs*.

* Read a few published articles at www.RinPR.com