

# STEPHANIE COLMAN

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## EDUCATION

- 2013**      **California State University, Northridge, Northridge, CA**  
Master of Arts, Mass Communication  
Kappa Tau Alpha National Journalism/Mass Comm. Honor Society.
- 1997**      **California State University, Northridge, Northridge, CA**  
Bachelor of Arts, Journalism/Public Relations  
Phi Beta Delta and Golden Key National honor societies.

## SUMMARY

A successful public and community relations background with experience in strategic program development and implementation, media relations, event planning and team management. Excellent writing/reporting abilities. Strong communication, interpersonal, leadership, instructional and organizational skills. A creative and empathic individual who enjoys being part of a team as well as taking on personal challenges.

## TEACHING EXPERIENCE

- Aug. 2014 – Dec. 2015*      Adjunct instructor, J110 (two sections), Writing, Reporting and Ethics I.  
Department of Journalism, California State University, Northridge.
- July 2002 – Present*      Professional dog trainer, J9's K9s Dog Training, Inc./Caninestein Dog Training  
Teach group and private dog training classes designed to meet various animal behavior goals. Engage and motivate (human) students while presenting information in ways that are accessible to learners of all skill levels. Maintain an enjoyable and safe learning environment. Developed new curricula that increased class offerings and client retention by more than 200 percent. Created and run semiannual weekend training camps that doubled in attendance within the first year.
- Dec. 2013      Guest lecture, "Digital Journalism." J110, Writing, Reporting and Ethics I.  
Department of Journalism, California State University, Northridge.
- Spring 2013      Graduate assistant, J340, Principles of Public Relations, with Dr. Marcy DeVaux.  
Department of Journalism, California State University, Northridge.
- Oct. 2012      Workshop presenter, "Journalists and Twitter." Generation J High School Journalism  
Workshop, California State University, Northridge.

(more)

2011-2012 Journalism tutor. Department of Journalism. California State University, Northridge.

## ACADEMIC EXPERIENCE

### *Completed Presentations/Publications:*

- May 2014 Oral presentation, "Connected: A Public Relations Effort to Support Deaf Education And Families Project." 28<sup>th</sup> Annual CSU Student Research Competition, California State University, East Bay.
- Feb. 2014 Oral presentation, "Connected: A Public Relations Effort to Support Deaf Education And Families Project." Annual Student Research and Creative Works Symposium, California State University, Northridge. First-place recipient.
- April 2012 Colman, S. (2012) Coming Out, Coming Home. *Captured: Activism, Social Justice & Community Engagement*, 63-68. Department of Pam African Studies, California State University, Northridge.
- April 2012 Colman, S. (2012) Guide Dogs of America. *Captured: Activism, Social Justice & Community Engagement*, 59. Department of Pan African Studies, California State University, Northridge.
- Feb. 2012 Poster presentation, "Pitching to the Public: Why Journalists Use Crowdfunding." Annual Student Research and Creative Works Symposium, California State University, Northridge.

## ACADEMIC HONORS

- Tom Reilly Student Journalism Enterprise Fund recipient, 2013
- Mabel Wilson Richards scholarship, 2012
- Chevron Corp. Outstanding Public Relations Student, 1996 and 2012
- Judge Julian Beck Outstanding Graduating Senior, 1997
- Journalism Department Outstanding Graduating Senior, 1997

## PROFESSIONAL EXPERIENCE

July 2002 – **FREELANCE, Van Nuys, CA.**

*Present* **Writing & External Communications. Clients and projects include:**

- Regular contributor, *Whole Dog Journal*.
- Public relations consultant to Deaf Education And Families Project and Family Focus Resource Center.
- Columnist, *Topanga Messenger*.
- Gatherings and Calendar editor, *TRIBE Magazine*.
- Contributor, @CSUN and *Community @CSUN*, as well as social media content creator for KCSN 88.5 Radio at CSU, Northridge.
- Developed and produced an eight-month series of twice-weekly dog training segments for KNBC's "Today in LA."
- Partnered with J9's K9s Dog Training to create external communications programs and collateral materials for new business development.

May 2000 – **INTERNATIONAL MYELOMA FOUNDATION, North Hollywood, CA.**  
July 2002 **Community Relations & Public Affairs Director**

Developed, implemented and oversaw audience-specific communication programs. Developed and evaluated strategic partnerships with cause-related and special interest groups and organizations. Served as primary liaison between the Foundation and more than 50 multiple myeloma support groups nationwide. Authored articles for organization newsletter and related trade publications. Conceptualized, created, researched and published a weekly email newsletter targeting patients, caregivers and the medical community.

Feb. 1996 – **RUDER • FINN PUBLIC RELATIONS, Los Angeles, CA.**  
April 2000 **Senior Account Executive**

Managed four of the agency's non-profit accounts. Developed and implemented strategic communications programs. Provided on-going client counsel. Conducted phone pitches and follow-up calls to secure media opportunities. Created media materials. Developed creative implementation tactics. Managed day-to-day account activities and execution. Coordinated new business recruitment activities. Participated in new business pitches. Directed office internship program. Promoted three times in less than three years.

## **PROFESSIONAL HONORS**

- Dog Writers Assn. of America Maxwell Award (First Place, Magazine Feature), 2011
- PRSA-LA Outstanding Young Professional, 2000
- PCLA PRo Awards (Community Relations & Continuing Program), 1999
- HPRMA Golden Advocate Awards (Media Relations & Non-Profit), 1999
- IABC Ace Award (Community Relations), 1999
- PRSA-LA PRism (One-Time Event, Non-Profit, under \$15,000 budget), 1998

## **SKILLS**

PC/Mac Platforms: Microsoft Office Suite, InDesign, Video/Audio editing, Social Media

## **MEMBERSHIPS & COMMUNITY INVOLVEMENT**

Public Relations Society of America  
Dog Writers Association of America  
Association of Pet Dog Trainers – Communication Corps  
Deaf Education And Families Project

*References and writing samples available upon request.*