

STEPHANIE COLMAN

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SUMMARY

A proven background in communications and community relations with experience in project management and event planning. Excellent writing/reporting and media relations abilities. A skillful storyteller. Strong communication, interpersonal, leadership, and organizational skills. Dynamic presenter. Problem-solver. A creative and emphatic individual who enjoys being part of a team as well as taking on personal challenges.

PROFESSIONAL EXPERIENCE

Oct. 2017 – **GUIDE DOGS OF AMERICA, Sylmar, CA**

Present **Puppy Program Coordinator**

Leverage public relations expertise to grow pool of qualified puppy-raiser applicants. Position Guide Dogs of America and its puppy-raising program as the ideal volunteer opportunity for a variety of target audiences. Build and maintain relationships with media to secure story placement. Represent the organization and its full-scale of services at community events throughout Southern California. Oversee and manage day-to-day operations of the puppy program including: Strategic placement of ~150 program puppies per year; ongoing support and counsel to volunteers and regional area leaders throughout Southern California; develop new raiser groups in key geographic areas; disseminate information to puppy-raiser community via regular electronic newsletter and social media posts; coordinate program dogs' return to campus; keep raiser families informed of the dogs' progress; and facilitate introductions between raiser-families and blind program graduates upon successful completion of the training program.

Significant accomplishments include:

- Media relations efforts generated more than 40 positive stories (broadcast, radio, print and digital) to date in major markets throughout Southern California, highlighting the organization and its ongoing need for volunteer puppy raisers.
- Successfully increased approved applicant pool by nearly 60 percent.

Feb. 2009 – **WHOLE DOG JOURNAL | BELVIOR MEDIA GROUP, Norwalk, CT**

Present **Regular Contributor, Freelance**

Develop and pitch story ideas. Conduct in-depth interviews. Write long-form feature articles. Shoot own story art.

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

Oct. 2017 **Writing & External Communications. *Clients and projects include:***

- Community Events editor and feature contributor for *TRIBE Magazine*.
- Conceptualized, created and oversaw full-day educational retreat for families raising Deaf and hard-of-hearing children for Deaf Education And Families Project (DEAF Project) at CSU, Northridge.

(more)

- Published monthly newsletter and regular social media content for DEAF Project.
- Public relations consultant to Family Focus Resource Center at CSU, Northridge.
- Social media content creator for KCSN 88.5 FM Radio.
- Developed and produced an eight-month series of twice-weekly dog training segments for KNBC's "Today in LA."
- Columnist, *Topanga Messenger* – "Caninestein's Corner."

Aug. 2014 – **CALIFORNIA STATE UNIVERSITY, NORTHRIDGE, Northridge, CA**

Dec. 2014 **Part-Time Faculty, Department of Journalism**

Developed and presented curriculum designed to support Student Learning Outcomes for two concurrent sections of Writing Reporting & Ethics I course. Provided ongoing student support.

July 2002 – **J9'S K9S DOG TRAINING, Canoga Park, CA.**

Oct. 2017 **Behavior Strategist | Marketing Support**

Taught a variety of group training classes using scientifically sound classical and operant conditioning methods. Created physically and emotionally safe learning environments for dogs and their handlers. Presented information in engaging ways, while instilling confidence in the dog/handler team. Supported new business development activities. Launched and authored student newsletter.

May 2000 – **INTERNATIONAL MYELOMA FOUNDATION, North Hollywood, CA**

July 2002 **Community Relations & Public Affairs Director**

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. Wrote and distributed press releases and pitch letters. Authored articles for organization newsletter.

Feb. 1996 – **RUDER • FINN PUBLIC RELATIONS, Los Angeles, CA**

April 2000 **Senior Account Executive**

Managed agency's non-profit client roster. 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.

EDUCATION

California State University, Northridge, Northridge, CA

Master of Arts, Mass Communication

Kappa Tau Alpha National Journalism/Mass Comm. Honor Society

California State University, Northridge, Northridge, CA

Bachelor of Arts, Journalism/Public Relations.

Phi Beta Delta and Golden Key National honor societies.

References available upon request.