

STEPHANIE COLMAN

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SUMMARY

A proven 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.

PROFESSIONAL EXPERIENCE

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

Writing & External Communications. Current/past clients and projects include:

- Regular contributor, *Whole Dog Journal*.
- Gatherings and Calendar editor, *TRIBE Magazine*. Columnist, *Topanga Messenger*.
- Public relations consultant to Deaf Education And Families Project and Family Focus Resource Center.
- 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. 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.

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

Adjunct Instructor

Writing, Reporting and Ethics I. Two sections.

May 2000 – July 2002 **INTERNATIONAL MYELOMA FOUNDATION, North Hollywood, CA**

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.

(more)

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.

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.

AWARDS

Professional Honors:

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

CSU, Northridge Awards:

- Tom Reilly Student Journalism Enterprise Fund Recipient
- Mabel Wilson Richards Scholarship Recipient
- Chevron Corp. Outstanding Public Relations Student
- Judge Julian Beck Outstanding Graduating Senior
- Journalism Department Outstanding Graduating Senior

SKILLS

PC/Mac Platforms, InDesign, Social Media, Video/Audio Editing

MEMBERSHIPS & COMMUNITY INVOLVEMENT

Public Relations Society of America
CSU, Northridge Journalism Alumni Association Board Member
Deaf Education And Families Project
Dog Writers Association of America