

“The finest writer I’ve ever worked with.”

—Ron Shaw, President and CEO, Pilot Pen Corporation of America

Accomplishments

- Captured 79 million media impressions for a \$190 million manufacturer
- Developed the brand and launched programs for the world’s largest PR foundation
- Orchestrated the branding and PR campaign for a corporate security consultancy
- Increased sales by 37% in two years for an exotic car leasing company
- Orchestrated the PR strategy for a \$25 million business development company
- Ran an advertising and PR agency for 10 years with increasing revenues and profits

Professional Experience

Communications Director

Mitchell Park Marketing, Wilton, Connecticut

2002 - Present

- **Putnam Leasing:** Increased business by 37% for exotic car leasing company. Created new positioning and branding using customer testimonials. Conducted primary research to uncover compelling benefits, created new positioning and slogan, created new ad campaign.
- **911 Consulting:** Launching new consulting practice for corporate emergency preparedness expert. Pitch stories to media, prepare CEO presentations, manage customer relations. Created branding statement, prepared detailed promotion and communications plan; researched, launched, wrote and published business-to-business newsletter.

Public Relations Director

Pilot Pen Corporation of America, Trumbull, Connecticut

2000 - 2002

Told the Pilot Pen story in ways that built the brand and improved the bottom line for this \$190 million manufacturer. Reported to the President and CEO.

- **Media and Internet**

Pitched stories to national, regional and trade media. In 2002, captured 79.3 million media impressions. Developed first News Room for corporate web site.

- **Joint Venture**

Linked AFS, Scholastic Publishing and Pilot Pen to position Pilot before the elusive teen market. Pilot Pen provided scholarships to American exchange students who would write about their experiences abroad for four classroom-distributed Scholastic magazines. Stories by “Pilot Pen Correspondents” were studied by 3+ million teens during class.

- **Events and Presentations**

Created annual Media Tennis Clinic during Pilot Pen Tennis tournament for tennis-playing business journalists. Enthusiastically attended by journalists for the *New York Times*, *Wall Street Journal*, *Fortune*, *Forbes*, Associated Press, CNN and other media.

Wrote speeches and coordinated speaking arrangements for CEO presentations.

- **Book Publishing & Promotion**

Heavily edited and wrote chapters for CEO’s nonfiction book; created title, “Pilot Your Life: Comedian-Turned-CEO Helps You Star in Your Career”; coordinated logistics with publisher; created book media kit and web site; managed PR firm account team; prepped CEO for print and broadcast interviews.

Director of Brand Development

Public Relations Society of America, New York, New York

1999 - 2000

Built the value of the PRSA brand among 20,000 members of the world's largest association for public relations professionals; managed the PRSA Foundation. Reported to President/COO. Promoted PRSA Foundation initiatives including the National Credibility Index and Kids in a Drug-Free Society to PRSA members.

Created brand positioning statements, provided strategic counsel, coordinated research efforts. Created and conducted presentations, wrote executive reports, annual reports, speeches and membership communications. Served as media spokesperson, managed relationships with public relations firm and research team.

Public Relations Manager

Age Wave, LLC, Emeryville, California

1997 - 1999

Managed marketing communications, media relations and brand development for this \$25 million business development company. Reported to the President/CEO.

Developed/implemented comprehensive, flexible and measurable annual public relations plans. Scheduled and organized press trips to New York and Boston. Created and managed corporate web site, wrote/distributed press releases, produced collateral materials. Managed public relations firm; hired/managed vendors. Coordinated President's book publicity with publisher.

President and Creative Director

SJ Francis & Associates, San Luis Obispo, California

1987 - 1997

Developed/implemented integrated advertising and public relations campaigns for clients in California, the Cayman Islands and Bahamas. Client categories included Healthcare, Travel & Tourism, Financial Services and Real Estate & Development.

Public Relations Director

Laral Group Hotel Management, Avila Beach, California

1985 -1987

Ridesharing Program Manager for San Luis Obispo County

San Luis Obispo, California

1983 - 1985

Education

Bachelor of Science (Honors), Journalism; Concentration in Advertising & Public Relations

California Polytechnic State University, San Luis Obispo, California

Passions

Instructor, Advanced Public Relations, California Polytechnic State University, San Luis Obispo, California

Seminar leader to international and regional marketing professionals and business owners

Divemaster, Small Hope Bay Lodge, Andros Island, The Bahamas

Contact

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