

## **PHILIP MORRIS USA, NEW YORK, NY**

**2000 - 2004**

### **Manager, Media Programs**

Managed communications to the media focused on Marketing and Diversity Relations for the largest domestic tobacco company in the United States.

#### *Marketing Communications*

- ☞ Served as spokesperson for Marlboro - the number one selling brand in the World, Parliament - the fastest growing domestic brand and the other brands of Philip Morris USA - Basic, Virginia Slims, Chesterfield, Merit and Benson & Hedges
- ☞ Led communications for the launch of seven new line extensions and the annual kick-off of new programs, events and sweepstakes to build brand awareness and brand loyalty
- ☞ Functioned as primary Corporate Affairs adviser for 188 Marketing professionals on all aspects of brand development including advertising, promotions, retail/point-of-sale incentives, continuity and on-site team training for events
- ☞ Created a training plan for event consultants which significantly streamlined the process for responding to inquiries about external programs
- ☞ Developed and managed communications plans for response to media inquiries about brand related activities including web-based content

#### *Diversity Relations*

- ☞ Represented Philip Morris USA at minority events, communicating with civic groups and the minority press about the company's efforts and positions intended to contribute to the community
- ☞ Planned and executed relationship building activities with minority organizations, resulting in first time sponsorships of conventions and partnerships on civic programs
- ☞ Served as a Supplier Diversity Champion and helped Philip Morris USA earn a place as one of the top ten companies in the U.S., granting contracts to minority and women owned businesses

## **REUTERS BUSINESS NETWORK, WASHINGTON, DC**

**1996 - 1999**

### **Reporter/Producer**

Delivered business news of consumer interest through two individual segments:

THE CONSUMER REPORT - A three part segment highlighting a product, an issue and a service

NEWSMAKERS - Stand alone interview with a business newsmaker

- ☞ Secured and conducted interviews with government officials at the Department of Energy on Deregulation, the U.S. Secret Service on Counterfeiting, the Securities and Exchange Commission on Sales Tax Evasion and business newsmakers in the private sector on financial planning and the automotive industry
- ☞ Covered the State Department, the Pentagon, the Federal Trade Commission, the Department of Agriculture, the Department of Education and House and Senate hearings
- ☞ Reported on-location in New York City from the New York Auto Show, the World's Toy Fair and on-location in Chicago from the Consumer Electronics Show
- ☞ Re-packaged Reuters Business Network stories of international interest to air on feeds for Reuters Television News and for the European Broadcasting Union
- ☞ Served as anchor fill-in

## **FREELANCE JOURNALIST**

**1995 - 1996**

### **NBC News, Washington, DC**

Served as a writer for NBC's local and national bureaus

☞ Wrote readers and re-packaged stories for use on news websites and newscasts

### **The Plain Dealer, Cleveland, Ohio**

Served as suburban correspondent for Ohio's largest newspaper

☞ Investigated and reported on Business, Politics and Education throughout the Cleveland metropolitan area

### **WEOL/WN WV Radio, Cleveland, Ohio**

Served as a news anchor and general assignment reporter

☞ Investigated, wrote and reported news of the day at the top of each hour

☞ Reported live from the field

## **GATEWAY ECONOMIC DEVELOPMENT CORPORATION OF GREATER CLEVELAND**

### **Corporate Communications Associate**

**1993 - 1995**

Gateway was a \$425 million project that included the building of a baseball stadium for the Cleveland Indians called Jacobs' Field and a basketball arena for the Cleveland Cavaliers called Gund Arena in downtown Cleveland, Ohio. A strategic team was assembled to oversee the building process which included significant economic development in the downtown area.

My role was to manage the flow of information pertaining to the project through media relations as well as promoting our progress. I learned to manage a corporate marketing budget of \$1 million, focused on novelty merchandise and point-of-sale details, and also learned to people manage interns, volunteers, sales associates and a speaker's bureau. Most notably, I served as sole contributing editor for the project newsletter, *INSIDE GATEWAY*, which was distributed nationwide.

Funded mostly through a county sin tax, the entire entertainment complex was successfully delivered to the Cleveland community in April, 1994. Gateway was the second project of its kind and was the catalyst for many new, state-of-the-art sports/entertainment complexes across the country.

## **WJW- TV8 (CBS), CLEVELAND, OH**

**1991-1994**

### **Associate Producer**

☞ Created and produced feature segment of automotive advice called, THE CAR DOCTOR

☞ Field produced to develop packages for anchor voice-over for a community affairs show called, NEIGHBORHOOD

☞ Assisted Producers in preparing nightly newscasts by writing stories and developing packages for anchor voice-over

## **PROFESSIONAL LEGAL HISTORY**

Law Clerk • Franklin County Public Defender, Columbus, Ohio

Deputy Clerk • Toledo Municipal Court, Criminal/Traffic Division, Toledo, Ohio

## **EDUCATION**

BA Communication, Cleveland State University, Cleveland, Ohio, Cum Laude

BA Political Science/Minor in Business Administration, The University of Toledo, Toledo, Ohio

## **AFFILIATIONS**

National Association of Black Journalists (NABJ)

Society of Professional Journalists (SPJ)

Golden Key National Honor Society