

SKILLS

Strategic Planning & Execution
Message Development
Corporate Storytelling
Crisis Communications
Branded Communications
Internal Communications
Content Marketing/Writing
Media Relations/Training
Thought-Leadership Campaigns
Ghostwriting & Editing
Speechwriting & Presentations
Write/Produce Videos
Social Media/Blogging
Lead/Mentor Teams
Project Management

EDUCATION

MFA in Fiction Writing
University of Washington

BA *magna cum laude*
English Language & Literature
Mount Holyoke College

AWARDS

- Best Media Relations Program of the Year, Legal Marketing Assoc., 2014, 203, 2008, 2006
- Best Corporate Video: Washington State Lottery, National Association of State & Provincial Lotteries, 2002
- Silver Anvil Award: Best Product Launch-Healthcare, Public Relations Society of America, 1999

ACCOMPLISHMENTS

- 20 years of agency and in-house corporate communications experience, with an emphasis on strategic planning and content development
- 8+ years of experience leading PR & corporate communications functions
- Strong background working with, writing for or providing PR counsel to companies in highly regulated industries including [healthcare](#), [financial services](#), [energy and green tech](#), and [higher education](#)
- Led [crisis communications](#) efforts related to animal research, security breaches, Title VII allegations, environmental disasters and workplace violence
- Secured 800+ media interviews in the *NY Times*, *WSJ*, *Washington Post*, *Reuters*, AP, CNBC, NPR, etc.
- Ghostwrote/placed 250 bylined articles, [op/eds](#), [emerging trends Q&As](#), and other [thought-leadership](#) on behalf of executives in *Forbes*, *Bloomberg BusinessWeek*, *CIO*, *American Banker*, *MedCityNews*, etc
- Tripled thought-leadership coverage in top-tier news outlets in 18 months
- Trained 120+ executives to maximize proactive and crisis media interviews
- Crafted executive communications for CEOs/Chairs, including speeches, presentations, and media statements
- Produced [web pages](#), [client advisories](#), [case studies](#), white papers, newsletters, FAQs, [blogs](#), executive bios, native advertising, e-books
- Worked across functions to develop internal and external communications
- Demonstrated earned trust by securing buy-in/content approval from 33 department heads to produce first firmwide brochure in seven years
- Translated legal, financial, medical and technical jargon into plain English
- Created/maintained editorial/style guidelines to ensure brand conformity
- Managed staff and external agencies to deliver all assignments on strategy, on budget and on time

EXPERIENCE

[Principal](#) • Sonnenfeld Strategic Communications • 2015–Current
[Director of PR & Firmwide Communications](#) • Kaye Scholer LLP • 2011-14
[Public Relations Director](#) • Pillsbury Winthrop Shaw Pittman LLP • 2006-11
[Regional Media Relations Manager](#) • White & Case LLP • 2002-06
[Account Supervisor](#) • Publicis Dialog (a division of Publicis) • 1998-2001
[Writer/Freelance Journalist](#) • Self-Employed • 1989-98