

**Storyteller****10 years** Storytelling experience**8 years** Marketing and Communications experience**6 years** Leadership and Team Building experience

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**Professional Profile**

Experience Storyteller and Creative with 7 years of experience writing and marketing. Commands the power of words to communicate, producing creative and quality visual and written communications. Influences audiences and readers. Champions team building and productivity. Meets tight deadlines and works effectively in ever-changing environment.

**Areas of Expertise**

**Influence** – Storytelling, Creativity, Trusted Advisor, Third-Party Relationships, Communications, Mentorship, Cross-functional Collaboration.

**Execution** – Marketing, Writing, Social Media, Press Releases, Information Management, Data Analysis, Proposals, Client Brands, Blogging, Innovation, Process Re-engineering, Project Management, Broadcasting.

**Leadership** – Strategy, Team Leadership, Budget Management, Talent Acquisition, Decision Making.

**Professional Experience****CONTENT SPECIALIST, Antenna, Minneapolis, MN 11/2021 – PRESENT**

- **Market Reach/Productivity:** Helped conduct market research for provider and member outreach; maximized team productivity, expanded partner, and member reach for Amplifon.
- **Writing/Readership:** Wrote and scheduled partner newsletters; collaborated with various marketing teammates; increased readership by 3%.
- **Social Media/Marketing:** Created new social media series and maintained updates to website in partnership with Marketing and Member Manager; discovered new options, engaging and educating social audience; maintained social calendar.

**COMMUNICATIONS SPECIALIST, Virginia Union University, Richmond, VA 11/2021 – PRESENT**

- **Press Releases/Media:** Proposed and drafted University press releases; increased number of releases, ramped up media attention, and communication distribution.
- **Information Management:** Scheduled weekly meetings with Deans, facilitating coordination among leaders; helped colleagues remain current on department happenings; expanded amount of information for press releases and awareness of campus activity.

**COPYWRITER, Flannel & Blade, Hudson Valley, NY 09/2021 – 12/2021**

- **Storytelling/Creativity:** Told stories of 10 organizations who received grants from The Waterers nonprofit; increased awareness of initiatives and outcomes for each organization.

**MARKETING CONSULTANT, Blue Bike Communications, Tacoma Park, MD 08/2021 – 12/2021**

- **Marketing Strategy/Innovation:** Developed and implemented marketing and social strategy for 6 small to medium businesses; expanded social media presence, followers, and traffic; delivered plan under budget.
- **Data Analysis/Proposals:** Wrote marketing proposals and plans for potential and current clients based on data analytics; boosted company marketing efforts.
- **Trusted Advisor/Client Knowledge:** Shared advice on branding, positioning, and communications; maximized client brand knowledge and product promotion.
- **Budget Management:** Reached high level of brand knowledge; consistently maintained under budget; revamped social media, website, and email marketing initiatives and plans.
- **Blog Posts/Writing:** Wrote 2-3 blog articles per month for 4 clients; increased website and social media traffic.

**DIRECTOR OF COMMUNICATIONS**, Rethink Theatrical, Ne Brunswick, NJ **02/2021 – PRESENT**

- **Team Leadership:** Managed team of five and conducted regular staff meetings; exceeded productivity of team before regular scheduling initiated.
- **Innovation/Process Re-engineering:** Developed and implemented new marketing strategy and initiatives, including approval processes, hard deadlines, and checkpoints; reduced stress, communicated expectations, created camaraderie; recrafted calculus of promoting company.
- **Talent Acquisition/Decision Making:** Sourced, screened, and hired graphic artists and actors, engaged volunteers; expanded marketing team by one graphic artist, production staff by 3 team members, and hired full cast for 2 shows, winter and fall.
- **Branding/Communications:** Developed branding initiatives, internal communications, social media strategy, and external media relations; upticked ReThink brand and increased regularity and accuracy of social media posts and press releases.
- **Third-Party Relationships:** Developed relationships with external media stakeholders and creative/art organizations in greater New Jersey area; expanded awareness of ReThink’s productions, initiatives, and mission.

**INTERNAL COMMUNICATIONS COORDINATOR**, CarMax, Richmond, VA **06/2019 – 06/2020**

- **Writing/Internal Communications:** Wrote and edited original content for internal communications site, CarMax World; increased employee readership and launched innovative new employee story series.
- **Video Editing/ Recruitment:** Aided in creation and editing of videos used to recruit new country-wide hires with cross-functional stories; revamped video messaging, minimized time to complete edits; maximized viewership and applications for training.
- **Email Communications:** Built and deployed email communications utilizing PoliteMail; rolled out consistent email blasts to store teams; increased awareness of changes to systems and processes.

**NEWSCAST DIRECTOR**, WTVR, Richmond, VA **10/2015 – PRESENT**

- **Cross-functional Collaboration:** Consulted with producers, creating most accurate and error-free newscast; increased viewership and trustworthiness of information broadcast.
- **Project Management/Broadcasting:** Managed team of 5-7 daily during live broadcast; trained and mentored Production Assistants; minimized errors in live broadcasts; maximized team productivity.
- **Programming/Creativity:** Revamped Final Score Friday segment by collaborating with Sports Director and anchor; uniquely showcased different high school cheerleader squad every week.
- **Calm Under Fire:** Composed and confident when faced with difficult decisions; created calm environment, allowing producers to concentrate on content and anchors; resulted in broadcasts with low error rate.

**Education**

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**Master of Science in Strategic Communications**, Liberty University

**Bachelor of Science in Mass Communications, Minor in Business**, Virginia Commonwealth University

**Technology** – Blogging, Social Media Marketing, WordPress, Later, Final Cut, Airtable, Microsoft Office Suite, Adobe Suite, Canva, Asana, HubSpot, SEO.

**Professional Affiliations** – Omicron Delta Kappa