

# Kristina A. Ogburn

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## **WORK EXPERIENCE**

**05/2015 - Present, Public Information Officer**, Northern Virginia Community College, Annandale, VA, Weekly Hrs. Worked: 40

**COMMUNICATIONS:** Writer and editor of official college news releases and media advisories for each of the College's six campuses, through usage of electronic media for intended audiences. Responds to and/or coordinates responses to inquiries from news reporters. Cultivate relationships with reporters and media outlets. Provide article revisions, organizing information to ensure adequacy of topic treatment, clarity of expression and logical sequence expertise for college publications. Schedules all official college press conferences at each of the six campus locations throughout Northern Virginia. Liaise with college web services/digital media department, students and faculty to post appropriate news articles and technical documentation on various interactive platforms. Disseminate newsworthy information concerning students, faculty and staff, events and activities occurring at the college. Utilize media tracking and Internet research resources.

**10/2010 – 05/2015, Director of Communications & Community Outreach**, Warren County Public Schools, Warrenton, NC, Weekly Hrs. Worked: 40

**PUBLIC RELATIONS:** Planned, designed, executed and evaluated publicity for special events, press conferences and programs to inform and educate the general public through information provided to the news media about the organization's programs, activities, and policies. Liaised with up to 35 different media outlets to establish and maintain collaborative relationships. Provided system wide photography services to capture school district programs and events. Drafted content and create publications such as brochures, newsletters and calendars utilizing Microsoft Word and Power Point. Responded to Requests for Information (RFI) from the media or designate an appropriate spokesperson or information source. Developed public relations strategies to influence public opinion by maintaining current knowledge of promotional policies and organizational needs. Established and maintain cooperative relationships with representatives of community and public interest groups. Conducted research and perform root cause analyses to identify the reasons for public misunderstandings of administrative policies and programs. **ACHIEVEMENT:** Organized and executed a successful 250 attendee press conference and ribbon cutting ceremony to celebrate the installation of a solar energy system.

**WRITING/EDITING:** Developed information and materials for release to the public through the news media ensuring high quality written products that are clear, concise, and audience-specific. Composed news releases, public service announcements and feature publications utilizing Microsoft Word. Create reports, spreadsheets and electronic presentations utilizing Microsoft Word and Excel. Proposed editorial changes to improve coverage, presentation, and readability and ensure written material does not conflict with existing policies, procedures or

information previously submitted. Provided content for collateral, Web, social networks, white papers, data sheets and direct mail pieces routinely. Prepared and edit organizational publications for internal and external audiences to include school newsletters and brochures using Serf Page-Plus software. Established written recruitment campaign to inform community members and select parents of committee needs and participation requirements.

**OUTREACH:** Provided public affairs advice/guidance to Superintendent and administrative staff members frequently. Briefed senior staff on administrative pipeline activity, documentation of resolutions, ideas, and updates quarterly. Attended conferences as a member of the North Carolina School Public Relations Association to ensure knowledge of current learning strategies and public relations tools to increase and improve efficiencies. Communicated with teachers, parents, and students regarding administrative policy grievances and recommendations. Maintain current knowledge of State and Federal education policies and procedures.

**ACCOMPLISHMENT:** Appointed to lead annual committees composed of community members, parents, and teachers. Negotiated round table discussions of major calendar events to ensure compliance of the General Assembly of North Carolina House Bill 200.

**COLLABORATION:** Liaise with business, industry, civic groups and local agencies to align school district with the community. Established and maintain relationship between the community and school district to encourage open lines of communication. Organized activities within the school district to foster morale and increase community participation within the school district. Researched and compare outside vendors to ensure best value in contracted resources.

**BUDGET:** Implemented and oversee income and expenditures for the use of school facilities. Extended and reduced contract periods for facility usage rentals. Drew up and modify facility rental contracts adhering to school district requirements. Developed, analyzed, and reviewed after school program budget of \$30k annually for submission to Board of Education. Forecasted future needs for supplies, materials, salaries, and insurance. Evaluated budget periodically to prevent budget overages. **RESULT:** Successfully forecast and executed annual budget resulting in 0% coverage.

**08/2009 – 10/2010, Staff Writer/Photographer,** South Hill Enterprise, South Hill, VA,  
Supervisor: Nick Elemen, Tel: 434-447-3178, Weekly Hrs Worked: 40

**EDITORIAL:** Canvassed local community businesses to uncover and investigate local news tips daily. Created and published newspaper articles using Microsoft Word. Assisted with editing newspaper layouts utilizing InDesign software. Researched, composed, and edited cover stories featuring positive community news and events to foster and boost community morale. Conducted interviews with prominent local and state officials. Gathered newsworthy information to report to public and photographed related content.

## **EDUCATION**

**Master's Degree**, Major: Managerial Communications, Bellevue University, 08/2013

**Bachelor's Degree**, Major: Communications, Concentration: Mass Media, Minor: Sociology,  
Longwood University, 5/2009

**Post-Graduate Certificate**, Human Resource Management, George Mason University,  
06/2016

Executive Coaching, Bellevue University, 08/2013

**PROFESSIONAL ATTRIBUTES:** Highly talented and accomplished communications specialist, with a proven record of increasing efficiency, productivity, quality, and operational excellence. A proven leader among communication professionals. Engaging interpersonal skills effectively interacting with staff at all levels. An excellent motivator, with proven ability to make confident independent decisions. Ability to immediately identify needs and problems, and initiate appropriate and lasting solutions effectively. An appealing personality that confronts stressful situations with poise and thrives on tackling challenging and demanding assignments with vigor. Resolute learner who grasps new ideas, concepts and skills very quickly to achieve maximum results.