

LORRAINE U. MARTINELLE

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COMMUNICATIONS EXPERIENCE

Lorraine U. Martinelle Communications Consulting | Dudley, Mass. | June 2024 — present

President

- ⇒ Expertise in public relations, media relations, social media, digital marketing and design, event planning, community volunteering, government and community relations, photography, internal communications, and crisis communications.
- ⇒ Outstanding writing skills and passion for brand storytelling, public relations, and editing.
- ⇒ First-generation American born to immigrants—and the first member of her family to graduate from an American university; intercultural fluency and a track record of creating engaging content that advances diversity, equity, and inclusion.
- ⇒ Former journalist, municipal official, and legislative aide; and current member of the Public Relations Society of America (PRSA); serves as a founding member of the PRSA Greater Worcester Chapter Board of Directors.
- ⇒ Eternal optimist, friendly, detail oriented, and thrives when working under tight deadlines.

University of Massachusetts Chan Medical School | Worcester, Mass. | January 2022 — June 2024

Communications Specialist

- ⇒ Manage and develop internal communications content for the UMass Chan Medical School Office of Human Resources, in support of the university's People Strategy, ensuring messages are delivered to 6,000+ employees in a consistent, clear, and compelling manner.
- ⇒ Increase and foster employee engagement, communication, and HR's customer service by strategizing and executing best internal communications practices, including but not limited to: email marketing, Qualtrics surveys, social media posts, ghostwriting for senior leaders and executives, employee memos on behalf of senior leadership / executives, employee newsletters, intranet (SharePoint) content, digital graphic design, vendor management, developing communication plans, planning and supervising employee appreciation events, interviewing, press release writing and distribution (media outreach).
- ⇒ Serve as a trusted advisor to senior leadership, providing strategic counsel and guidance on internal communications matters.

- ⇒ Partner closely with Talent Acquisition team on development of recruiting collateral and career fair events to attract high-caliber talent.
- ⇒ Contributed to employee engagement survey that resulted in UMass Chan being awarded “Best Employer” recognition by *The Boston Globe*, *Forbes*, and other national media outlets.
- ⇒ Partner with Office of Well-Being and Learning and Organizational Development team to deliver effective marketing pieces that contributed to well-attended virtual and in-person seminars, wellness fairs, and a popular Mentoring Program.
- ⇒ Contributed to Office of Well-Being’s winning the 2023 “Healthiest Employers of America” award for UMass Chan due to high employee engagement with the emails I designed and distributed.
- ⇒ Contributed to successful, highly attended employee engagement events that were praised by UMass Chan’s chancellor and vice chancellors.
- ⇒ Monitor and evaluate the effectiveness of communication strategies and tactics for continuous improvement, measured by qualitative and quantitative feedback.
- ⇒ Volunteer on the Employee Service Milestone Awards Planning Committee and the Office of Well-Being Champion Advisory Committee (CAC), the latter of which oversaw planning for the inaugural Wellness Fair in 2024.
- ⇒ Volunteer and fundraiser for and member of the UMass Cancer Walk’s Team Office of Well-Being.

Westfield State University | Westfield, Mass. | January 2020 — January 2022
Communications Officer / Acting Director of Campus Communications

- ⇒ Responsible for raising the visibility and profile of Westfield State University through effective and purposeful communication with media and maintaining strong relationships with journalists.
- ⇒ During the COVID-19 pandemic, contributed external and internal communications expertise as a member of the Westfield State University Safe Fall Opening Task Force Divisional Working Group for the Office of the President and on the Emergency Response Team (ERT) and the ERT’s COVID-19 Management Team.
- ⇒ Strategized, wrote, and edited internal and external communications related to COVID-19 planning; worked with marketing colleagues to update and maintain COVID-19-related webpages; collaborated with social media coordinator to strategize, edit, and approve COVID-19-related posts.
- ⇒ Developed and implemented plans for internal communications and public relations for the presidential transitions between retiring President Ramon S. Torrecilha, Ph.D., and Interim President Roy H. Saigo, Ph.D.; and the transition between Interim President Saigo and President Linda S. Thompson, DrPH, to the campus and external communities.
- ⇒ Wrote and edited presidential remarks for ceremonies/presentations, interviews and editorial

board meetings with journalists, social media posts, and opinion columns delivered or submitted by the President, with the intent of reflecting the University's mission, vision, and goals.

- ⇒ Wrote and edited the President's internal communications messaging (emails to students, faculty, and staff), and managed their Twitter (X) handles.
- ⇒ Wrote, edited, pitched, and placed press releases and story ideas to media; and arranged and facilitated interviews between faculty/senior leaders and the media; many pieces focused on the University's diversity, equity, and inclusion efforts and initiatives.
- ⇒ Oversaw and edited work of full-time Communications Specialist and Social Media Manager, and interns.
- ⇒ Consulted and worked with the President's Chief of Staff and other senior leaders as appropriate to ensure that the University's strategic vision and priorities are reflected in external University communications and media placements.
- ⇒ Managed crisis communications in responding to emergencies, fashioning coordinated efforts that were externally and internally communicated to key stakeholders.

Nichols College | Dudley, Mass. | September 2015 — June 2019

Director of Public Relations & Social Media

- ⇒ Pitched and placed Nichols College in news articles and opinion columns in *The Washington Post*, *The Chronicle of Higher Education*, *Inside Higher Ed*, *The Boston Globe*, *Boston Business Journal*, *Worcester Business Journal*, *Telegram & Gazette*; on CBS News / CBS Sports, WBZ-TV, Boston25 News, WCVB-TV, NBC10-TV, WHDH-TV, Worcester News Tonight/Spectrum; and other media outlets.
- ⇒ Wrote and pitched press releases for the Nichols Office of Advancement to promote in the media and on social media news about the Board of Trustees, endowments, scholarships, campaign fundraising reports, volunteering, alumni news, etc.
- ⇒ Initiated and spearheaded a 2017 social media campaign to bring the "Today" show's Al Roker and Rokerthon to campus. I proposed and led a campus-wide social media outreach campaign that tagged Roker and the "Today" show on social media. I drummed up support from the College's Administration to support this campaign, and our four-member planning committee hired a videographer to create an attractive video that encouraged Roker to select Nichols as one of his nationwide Rokerthon locations. The result? While Nichols was not selected, we landed a spot on national television during the Rokerthon segment on "Today."
- ⇒ Successfully placed Nichols College, President Susan West Engelkemeyer, Ph.D., and the College's Institute for Women's Leadership in a June 30, 2019, *Chronicle of Higher Education* story, "What Happens When Women Run Colleges?"). This media placement was the result of an August 2018, in-person meeting I had arranged between *Chronicle* Editor Liz McMillen and President Engelkemeyer in the *Chronicle's* Washington, D.C., office.
- ⇒ Worked with faculty, administrators, and students to source stories and prepare them for interviews.

- ⇒ Served as the College's official spokesperson, speaking on behalf of the College and was quoted in newspapers.
- ⇒ Managed crisis communications and served as member of the College's Emergency Planning Committee; implemented a crisis communications plan for the Office of Marketing and Communications; oversaw crisis communications during the Feb. 14, 2018, Parkland, Florida, school shooting, when Nichols recruiters were under lockdown at the school. When media discovered the Nichols recruiters were there, I fielded many phone calls and email requests from media across the country; they contacted me all night and into the following morning. I communicated updates on the situation with our campus community, students, parents, trustees, alumni, and other stakeholders via social media.
- ⇒ Managed the College's official social media channels.
- ⇒ Supervised senior writer and mentored student interns.
- ⇒ Oversaw government and community relations for Nichols College.
- ⇒ Helped to plan Commencement and oversaw media relations that day.
- ⇒ Served as editor and writer of the annual Nichols College President's Report, Community Benefits Report, and "Heard on the Hill" internal newsletter and blog.

University of Massachusetts | Amherst, Mass. | September to December 2017

Instructor

- ⇒ Taught undergraduate JOURNAL 335 "Principles of Public Relations" course.

Assumption University | Worcester, Mass. | July 2011 — September 2015

Director of Media Relations / Interim Executive Director of Communications

- ⇒ Pitched and placed Assumption in *The Wall Street Journal*, TodayShow.com (NBC), the Associated Press, *Los Angeles Times*, *The Boston Globe*, *U.S. News & World Report*, *Christian Science Monitor*, *Telegram & Gazette*, *Boston Business Journal*, *Worcester Business Journal*, and *Worcester Magazine*, and on WCVB-TV Channel 5, WBZ-TV Channel 4, WHDH-TV Channel 7, FOX25-TV, and New England Cable News/*Worcester News Tonight*.
- ⇒ Wrote media pitches, press releases, media advisories, backgrounders, and bylined opinion columns for Assumption President Francesco Cesareo, Ph.D.
- ⇒ Coordinated with *FOX25 Morning News* (now Boston 25) producers to bring its 2nd annual Fall College Tour to the Assumption campus in November 2014; arranged interviews between the FOX25 News anchors and Assumption staff and students.
- ⇒ Arranged in-person interviews for President Cesareo with *Wall Street Journal* national and international reporters in New York City and Rome, Italy, respectively; and with *The Boston Globe*.
- ⇒ Worked with faculty, administrators, and students to source stories and prepare them for interviews.

- ⇒ Monitored the news for Assumption mentions, competitor awareness, and trends.
- ⇒ Was featured on a Times Square, Manhattan digital billboard holding an Assumption banner, as part of a PRNewswire/ProfNet Facebook promotion in October 2013; 1.5 million people walk through Times Square every day.
- ⇒ Managed crisis communications while serving as office's interim executive director; oversaw Assumption crisis communications activities related to the fall 2013 murder of alumna Colleen Ritzer, a Danvers High School math teacher; drafted crisis communications plan for the Office of Communications; was a member of the College's Emergency Management Team.
- ⇒ Wrote content for and developed marketing brochures for the offices of Student Affairs and Admissions.
- ⇒ Served as contributing editor and writer of the Office of the President's annual *Community Benefits Report*.
- ⇒ Worked with graphic designer and printing vendors to create marketing brochures.
- ⇒ Supervised and mentored student interns; and advised student newspaper staff.
- ⇒ Developed social media strategy for Assumption and social media insight reports.
- ⇒ Wrote articles for Assumption's alumni magazine.

Worcester Polytechnic Institute | Worcester, Mass. | Oct. 2006 to July 2011

Public Relations Specialist

- ⇒ Pitched and placed WPI experts in *U.S. News & World Report*, *The Boston Globe*, *The Chronicle of Higher Education*, *Boston Business Journal*, *Mass High Tech*, *Worcester Magazine*, *Worcester Business Journal*, *Telegram & Gazette*, and on WBZ-TV Channel 4 Boston (CBS) and NECN/*Worcester News Tonight*.
- ⇒ Pitched media; and wrote press releases, media advisories, backgrounders, by-lined articles, Q&A's.
- ⇒ Wrote, designed, edited, published, and distributed WPI's internal communications newsletter, *@WPI*.
- ⇒ Worked with members of the marketing and communications team to integrate efforts and enhance WPI's position as a well-rounded institution of higher education.

JOURNALISM EXPERIENCE

Southbridge Evening News / Stonebridge Press | Southbridge, Mass. | 2002-2006

Editor-in-Chief

- ⇒ Was first woman in the daily newspaper's then-75-year history to be appointed editor-in-chief.

- ⇒ Managed and led daily editorial staff of 10 reporters, photographers, sports writers, assistant editors, and student interns.
- ⇒ Designed and edited daily newspaper; wrote articles, editorials, and opinion columns.
- ⇒ Managed department budget, employee timesheets, and employee relations.
- ⇒ Updated newspaper's website using a content management system.
- ⇒ Served as a volunteer on numerous committees and community organizations, such as the Tri-Community United Way, based in Southbridge, Mass., the American Cancer Society's Relay For Life of Southbridge, and the inaugural Pride in Southbridge Committee.

Spencer New Leader | Spencer, Mass. | 2000-2002
Editor-in-Chief

The Webster Times and Southbridge Evening News | Webster and Southbridge, Mass. | 1997-1999
Reporter

GOVERNMENT RELATIONS EXPERIENCE

Massachusetts House of Representatives | Boston, Mass. | 1999-2000
Legislative Aide to State Representative Mark J. Carron of the 6th Worcester District

- ⇒ Directed constituent, community, media, and public relations for state lawmaker.
- ⇒ Represented the lawmaker at public functions in the district and in Boston, delivering speeches.
- ⇒ Engaged with a variety of constituents in the district and from the Statehouse, attending many district-wide community events and meetings.
- ⇒ Assisted lawmaker with drafting and filing legislation and budget amendments.
- ⇒ Served as a volunteer on numerous committees and community organizations on behalf of the legislator.
- ⇒ In my personal time, I volunteered for Rep. Carron's political campaigns and helped fundraise for his re-election campaign.

Town of Sturbridge | Sturbridge, Mass.
Board of Selectmen, Vice Chairman

- ⇒ I successfully ran for election to the Town of Sturbridge Board of Selectmen and was involved in many community groups.

EDUCATION

Master of Business Administration degree, with a marketing concentration
Assumption University | Worcester, Mass. | completed: 2014

Bachelor of Arts degree in Journalism and Germanic Studies
University of Massachusetts at Amherst | Amherst, Mass. | completed: 1997

TECHNOLOGY AND EDITING SKILLS

- ⇒ Marketing email and newsletter design software: MailChimp, Constant Contact, and S'more
- ⇒ Survey software: Qualtrics
- ⇒ Content Management Systems: Drupal, RedDot, Craft, WordPress
- ⇒ Media tracking and analytics: Meltwater, TrendKite, CISION, Merit
- ⇒ Social media tracking and analytics: Sprout Social, Meta (Facebook, Instagram), X
- ⇒ Project management: Asana, Monday, Microsoft Teams, SharePoint, Planner, Slack
- ⇒ Intranet content updates: SharePoint
- ⇒ Apple iOS and Mac photography and graphic design apps such as Adobe Express and Canva
- ⇒ Microsoft Office and Google suites; virtual meeting software: Zoom, Teams, Google Meet
- ⇒ Adobe Photoshop, Express, and Acrobat
- ⇒ Avid photographer
- ⇒ Basic video editing experience
- ⇒ Expert knowledge of AP (Associated Press) Style

AFFILIATIONS AND COMMUNITY RELATIONS

- ⇒ Public Relations Society of America, New York City
 - PRSA Greater Worcester Chapter Board officer (secretary, founding member)
- ⇒ National Press Club, Washington, D.C.
- ⇒ Association of Independent Colleges and Universities of Massachusetts (Government Relations, Public Relations committees)
- ⇒ Higher Education Consortium of Central Massachusetts (HECCMA) (Assumption PR liaison)
- ⇒ Colleges of Worcester Consortium (Assumption and WPI PR liaison)
- ⇒ Webster, Dudley, Oxford Chamber of Commerce (member via Nichols College)
- ⇒ Webster/Dudley Business Alliance (member via Nichols College)
- ⇒ The Communicators Club Board of Directors (Central Massachusetts organization)
- ⇒ Woman In Business (member)
- ⇒ Webster-Dudley Business Alliance (member)
- ⇒ Webster-Dudley-Oxford Chamber of Commerce (member)
- ⇒ Southbridge Business Partnership (member)
- ⇒ Tri-Community United Way Board of Directors (former member)

AWARDS

- ⇒ New England Press Association Serious Columnist – second place – 2004
- ⇒ Council for Independent Colleges' annual College Media Conference "PR Star" attendee

FOREIGN LANGUAGES

⇒ Polish (first language learned), some Spanish, German, and French

VOLUNTEER / FREELANCE POSITIONS

⇒ **University of Massachusetts** | Amherst, Mass. | current member

- *UMass Alumni Online Ambassador*

- Working for the Office of Advancement's Alumni Office to help raise awareness of and funds for UMass Amherst.

⇒ **ITEM: Creative Group** | Putnam, Conn; New York, N.Y.

- *Copy Editor*

⇒ **Worcester Magazine** | Worcester, Mass.

- *Restaurant reviewer*

⇒ **WESO 970-AM Radio** | Southbridge, Mass.

- *News announcer*