

AMELIA TOWNSEND
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COMMUNICATIONS

Public Relations...Marketing...Social & Online Media

Forward-thinking professional with exceptional ability to identify and respond to individual needs. Other skills include:

Creativity	Relationship Building	Multi-tasking
Budgeting	Change Management	Media Training
Supervision	Crisis Management	Problem Solving
Organization	Time Management	

PARENTERAL DRUG ASSOCIATION, Bethesda, MD 2013- Present

Director of Marketing Services

- Supervise the marketing efforts for an international organization that connects people, science and research
- Develop media relations program and manage all media relations
- Manage \$500,000 budget
- Write and edit in all media
- Supervise staff of four and manage the website
- A member of the executive staff, reporting to the CEO

RESTON ASSOCIATION, Reston, VA, 2009-2013

Director of Communications

- Created cutting-edge methods to promote the brand for the community of Reston.
- Built communications partnerships with individuals and organizations.
- Initiated publication of “Reston,” a magazine which generated \$30,000 annually in ad revenue, was circulated to 22,000 homes, and generated interest globally.
- Designed systems and processes to assess effectiveness of communication tools.
- Achieved placement of Reston as one of CNN Money Magazine’s “Top Ten Places to Live” in 2012 by researching criteria and networking with news media.
- Supervised/mentored five employees, and managed a \$600,000 annual budget.
- Successfully marketed up to 15 meetings and international tours per year.
- Developed and managed media relations campaign and built long-term relationships with reporters, editors and producers, garnering Reston a listing among the “Top 10 Best Places to Live” CNN Money Magazine, 2012

FINISHING CONTRACTORS ASSOCIATION, Bethesda, MD, 2006-2009

Director of Communications

- Created a brand for Finishing Contractors and a new communications department.
- Focused a national spotlight on Finishing Contractors’ initiatives and issues by building a strong media relations program.
- Conducted media and crisis communication training for the Chairman of the Board and members of the leadership team.
- Responded in an accurate and humane way to crises, including fatal accidents.
- Liaised with executives and union partners to improve communication efforts.
- Designed workflows and processes to increase efficiency and cost effectiveness.

FAIRFAX COUNTY PUBLIC SCHOOLS, Falls Church, VA, 2005-2006

Journalism, Television and English Teacher

- Rebuilt the television training program for students at JEB Stuart High School. Supervised high school newspaper production, including mentoring staff.
- Introduced literature in a way to help students embrace the relevancy of writing.
- Helped students produce stories in a creative, team-building environment.
- Scored in the top 15% nationwide in the teaching certification test (Praxis).

SHELBY STAR, Shelby, NC, 2003-2005

Government and Legal Reporter

- Built strong working relationships with news sources, resulting in production of more accurate, in depth reporting.
- Created enterprise, news series on inequity in tax payment structure.
- Covered executions of two inmates in North Carolina.
- Wrote investigative report on father of 20 who fought paying child support.

NEWS 14 CAROLINA, Charlotte, NC, 2001-2003

Senior News Producer

- Supervised a team of six who produced five hours of live news every day.
- Produced breaking news coverage in 2003 of the beginning of the Iraq War.
- Coordinated national and global coverage with CNN.

DOUG MAYES & COMPANY, Charlotte, NC, 1992-2001

Public Relations & Communications Consultant

- Conducted Change Management training for Fortune 100 companies.
- Taught executives to communicate well before a live audience and on camera.
- Developed crisis plans for Fortune 100 companies, analyzed the effectiveness, and amended the plans, as needed.

EDUCATION

Graduate Certificate, Web Communications Technologies, University of North Carolina, Chapel Hill, NC

BA, English, Radio, Television and Motion Pictures, University of North Carolina, Chapel Hill, NC