

SAMANTHA A. EDWARDS

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CAREER SUMMARY

Award-winning senior communications professional with 15+ years of in-depth experience in:

- Strategic planning, brand and messaging development, social media, web content, media relations, partnership/coalition development, executive visibility, digital and print collateral and public affairs.
- Results-focused and creative with expertise in nonprofit, healthcare, education and Federal markets.

Experience: AARP, American Lung Association, American Red Cross, BET, Department of Homeland Security, Department of Education, FEMA, Global Cocoa/Chocolate Industry, King Abdullah University of Science and Technology, MCI Foundation, National Institutes of Health, Nortel Networks, Social Security Administration, The Sullivan Alliance to Transform the Health Professions, TRICARE, USAA, USDA and washingtonpost.com.

PROFESSIONAL EXPERIENCE

Darling Communications, Principal, 2009-present

- **Strategic Planning:** Direct and develop all communications for diversity healthcare non-profit including: brand and messaging development, social media, website content, media relations, partnership management, and executive visibility. Lead integrated media strategy for architecture/design firm. Developed web strategy and content for new health nonprofit and state energy conservation campaign. Developed annual and quarterly strategies for major health nonprofit organization. Created communications and partnership strategy for breast cancer foundation.

FleishmanHillard, Senior Vice President, Vice President, Managing Supervisor, 2001-2009

- **Strategic Planning:** Developed and executed integrated communications plans with varied goals and budgets. Grew client budget from \$890K to \$4.1 million by convincing client to adjust their strategic plan in order to reach program objectives. Directed client projects with budgets of up to \$900K per month.
- **Team Management:** Successfully led teams of up to 40 FleishmanHillard (FH) staff, consultants and vendors nationwide. Skilled managing in a matrix environment. Served as primary account lead for small and large clients. Worked with senior management to staff short-term large client assignment across multiple DC teams and FH offices. Cultivated and sustained solid working relationships with other FH offices both domestically and abroad. Developed skills and confidence of junior team members.
- **Media Relations:** Developed media strategies and messaging for all clients. Wrote press releases and varied press materials. Secured extensive national broadcast, print, wire and online media coverage for telecom, technology, aviation, government, and public policy clients.
- **Web Strategy & Planning:** Led multiple interactive teams to develop website strategies. Developed web content to launch and continually update sites. Led search engine optimization activities including content editing and key word selection. Developed electronic communications activities. Incorporated online/social media tactics into traditional media outreach.
- **Public Affairs:** Managed media programs designed to get the attention of Congress, state and local officials on high-profile legislation. Recruited and trained coalition members to act as issue spokespeople. Wrote scripts for media call moderators. Incorporated online/social media tactics into traditional media outreach.
- **Branding:** Led day-to-day activities on major re-branding projects for two Federal agencies and an international graduate-level research university. Managed branding agencies to develop fully integrated print advertising, website, brochure, press kit, video, direct mail and event designs.
- **Executive Visibility:** Developed executive visibility programs, drafted speaker proposals and placed corporate executives as industry event keynote speakers and panelists. Drafted briefing materials and prepared executive speeches, presentations and talking points. Researched and drafted winning corporate and product award submissions.

- **Event Planning & Execution:** Designed and executed an award-winning series of 10 Social Security Administration events held across the United States. Trained and managed 20+ staff onsite at all 10 events. Worked with logistics team to solve any onsite program or technical issues. Implemented 200,000 piece direct mail, event microsite, HTML invitation and 1-800 number to invite and track event invitees.
- **Partnership Development:** Initiated and managed partnerships with non-profit organizations and corporations to increase participation at client events. Developed relationships with numerous companies to disseminate client program to key target audience. Instigated Fortune 500 CEO mailing and extensive follow-up to expand NIH program's reach to companies and communities nationwide.

Alexander Ogilvy Public Relations, Account Supervisor, 1999-2001

- Regularly managed up to 11 people. Accountable for daily workflow of all DC-based accounts. Developed skills and confidence of junior team members. Wrote and presented new business presentations.
- Secured extensive national and local broadcast, print and online media coverage.

Brodeur Worldwide, Senior Account Executive, 1997-99

- Managed 5 people and was accountable for execution of 45 percent of DC client work. Responsible for moving all account work forward when senior staff were unavailable. Cultivated and maintained working relationships with other offices in the Brodeur network (both domestically and abroad). Managed Creative and Interactive Departments to develop print advertising, websites, brochures and press kit designs and concepts.
- Organized industry analyst tours for enterprise and business-to-business applications. Pitched and secured coverage in national broadcast, as well as national and local business, consumer, and technology trades.

The Widmeyer-Baker Group, Account Executive, 1996-97

- Coordinated media needs of telecommunications, technology, aviation, government, and public policy clients. Managed consultants on large media callouts. Contacted media outlets to advocate client concerns. Gained placement on national morning shows, and print and radio outlets in major media markets.
- Wrote press releases and developed press kits. Managed timely creation and delivery of marketing materials.
- Assisted with proposal writing and coordination. Brought in new account and managed daily client liaison.

Committee on Science, United States House of Representatives, Press Office, 1996

- Assisted Director of Communications with daily media needs of the Full Science Committee and its four Subcommittees (Space, Energy and Environment, Technology and Basic Research).
- Wrote media advisories for committee hearings. Responsible for training new interns.

Powell Tate, High-Tech Group, 1995

- Assisted with multiple high-tech accounts. Analyzed essential background information on new clients.

EDUCATION

- **M.A., Science, Technology & Public Policy**
George Washington University (Elliott School of International Affairs), Washington, DC.
- **B.A., French Literature with International Relations Concentration**
Swarthmore College, Swarthmore, PA. Additional Studies in Spanish.
Selected to attend Swarthmore's Junior Year Abroad Program, Grenoble, France.

AWARDS & RECOGNITION

- 2007 WebAward – Outstanding Website
- 2005 Silver Anvil – Special Events
- 2001 Sabre Awards Certificate of Excellence (Corporate Visibility through Trade Media)
- FH-DC New Business Award, 2 FH-DC Client Service Awards, and FH-DC Culture Award

LANGUAGE SKILLS

French and Spanish. Extensive experience living, working and studying in France.
Two years of intensive college-level Spanish.