

Sylvia Blair

443-695-0941

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COPYWRITER, MARKETING PROFESSIONAL AND PUBLIC RELATIONS SPECIALIST

Professional with the ability to conceptualize, develop and implement communications across the spectrum of traditional and new media. Proven ability to design, deliver, maintain and support innovative, integrated communications solutions, utilizing strong team-work skills. Track record of delivering multiple projects on or under deadline in a fast-paced, agency-style environment. Constant attention to meeting marketing strategic goals and priorities.

KEY ACCOMPLISHMENTS

- Developed excellent story-telling skills, along with the ability to research a wide variety of topics and interview a broad range of experts.
- Generated customized print and electronic communications in support of marketing initiatives--working in conjunction with designers, printers, web developers and video script copywriters.
- Served as a member of administrative teams.

PROFESSIONAL EXPERIENCE

Freelance Writer and Editor (self-employed)

June, 2017 to present

Eldersburg, MD

- Research, write, and edit marketing/communications copy for corporations and non-profits.
- Specialize in copywriting and editing the following: brochures, newsletters, articles, press releases, website content and social media posts.
- Provide copywriting services for scripts and speeches.
- Develop customized content for direct- mail publications and for business- to-consumer marketing collateral materials.
- Offer experience in higher education, business communications and health care.

Carroll Community College

Westminster, MD

Director, College Communications, Media Relations, Employee Development

(2015 to 2017)

- Lead copywriter for five individual annual reports that contained financial statements and were prepared on behalf of the college Foundation, which is the donor development office of the college.
- Responsible for working collaboratively with teams to implement a comprehensive media relations and marketing campaign about programs, services, and business/community partnerships.
- Wrote communications materials for the college president and his executive team that were distributed to key internal and external audiences.
- Responsible for all contacts and pitches with reporters, including copywriting for over 70 college press releases a year, resulting in favorable placements with the *Carroll County Times*, *the Baltimore Sun*, and the nationally-published *Community College Week*.
- Worked closely with the college social media coordinator to provide copywriting services and content for testimonials, event coverage, and expert tips about higher education.

Executive Assistant to the President

(2007 to 2015)

- Represented the college at regional and national community college meetings and conferences.
- Generated communications from the president's office to internal audiences, elected officials, board members, and media outlets.
- Provided writing assistance for areas that reported directly to the president, such as the college Foundation office and the Business/Workforce Development division that provides training services in the community.
- Completed a selective admissions business leadership development program presented by the local chamber of commerce.

Coordinator of Community Relations /Web Editor

(2004 to 2007)

- Performed community outreach through media placements of activities and events, and speaker's bureau presentations to local businesses.
- Worked closely with the college IT team and department content editors as a copywriter for the college website.
- Created content within the college's content management system.

Epilepsy Foundation- National Office
Landover, MD

Writer/Public Relations Associate

(1998 to 2004)

- Achieved successful national media placements with the *Associated Press*, *USA Today*, and the *Washington Post*.
- Implemented marketing strategies to promote the national organization as a resource for patients and provided copywriting services on cutting-edge research and patient education programs.
- Served as lead copywriter on articles for the organization's national magazine, serving over 50 local chapters around the country.

EDUCATION

UMUC

Master of Science, Management

Adelphi, MD

Loyola

Bachelor of Arts, English

Baltimore, MD

TECHNICAL SKILLS

Content Management System
Web Tyco Online Learning Tools
Meltwater Media Monitoring Software
Base Camp Project Management Tool

AWARDS

National Council of Marketing and Public Relations Award for *The Legacy* publication, developed for Carroll Community College.