



*Illuminate your Brand*

Business Sector

Government | Non-profit | For-profit

Specializing In

Public Relations | Marketing | Copywriting | Grant Writing | Project  
Management | Business Development

### Professional Experience

**Public Relations, Marketing, & Business Development**

**Government, Non-Profit, and For-Profit Sectors**

With more than 30 years of experience in public relations, marketing, and business development, I have a proven history of transforming organizations and enhancing their communication strategies. My career has spanned various sectors, allowing me to cultivate a versatile skill set that includes strategic planning, community engagement, and stakeholder relations.

### Key Accomplishments:

#### Town of Gray, Maine:

##### *Public Communication Initiatives:*

Developed and launched a digital town newsletter that improved transparency and community involvement by providing residents with timely updates on local events, initiatives, and governance.

##### *Technology Upgrades:*

Spearheaded a project to upgrade technology that enabled the live streaming of municipal meetings, increasing accessibility for residents and fostering greater participation in local government.

##### *Oversight Responsibilities:*

Managed the town's public access CATV station and municipal website, ensuring that content was current, relevant, and engaging to the community.

#### GoNetspeed (formerly OTT Communications and OTELCO):

##### *Comprehensive Marketing Management:*

Directed marketing efforts that included website management and two significant rebranding campaigns, which improved brand recognition and market penetration across ten states.

##### *Grant Writing Expertise:*

Authored successful grants for fiber infrastructure funding, raising essential capital for broadband expansion projects while working closely with municipal, regional, and state governments to facilitate implementation.

##### *Internal Communications:*

Collaborated with human resources to develop internal newsletters that highlight employee achievements and conducted surveys to gather feedback, thereby enhancing corporate culture and employee engagement.

#### Ellsworth American & Mainstay Media:

##### *Sales Team Leadership:*

Navigated the sales team through the challenges posed by the COVID-19 pandemic, introducing new print and digital products that revitalized sales efforts.

##### *Innovative Marketing Strategies:*

**Tracy Scheckel**

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## *Illuminate your Brand*

Established an automated B2B email marketing campaign that streamlined outreach processes and strengthened client relationships.

### *Funding Acquisition:*

Successfully secured a \$5,000 grant for the Newspapers in Education program, creating an integrated advertising product that supported educational initiatives and fostered community partnerships.

### **Written Skills:**

My writing skills have evolved over a robust 35-year career, encompassing various formats and purposes. Notable achievements include:

#### *Grant Writing:*

Successfully written approximately \$2 million in grant requests for organizations such as the United Way and state funding agencies, demonstrating an ability to articulate project needs and secure financial support.

#### *Content Creation:*

Initiated and published a monthly newsletter for the Town of Gray, effectively communicating key information to residents and municipal employees about meetings, events, and important updates.

#### *Digital Presence:*

Managed a technology blog for GoNetspeed that addressed topics related to broadband infrastructure, digital connectivity, and personal technology, highlighting thought leadership in the industry.

### **Project Management**

I have honed strong project management skills through various roles, with key experiences including:

#### *New Jersey American Red Cross:*

Managed the planning and execution of talent acquisition for state-wide fundraising telethons, ensuring seamless operations and successful fundraising outcomes.

#### *Municipal Projects:*

Oversaw the design and contractor selection for municipal gateway signage, enhancing the town's visual identity and community pride. Additionally, I led the digitization of municipal property tax and code enforcement records, improving efficiency and accessibility.

#### *Digital Inclusion Initiatives:*

Developed and implemented a digital inclusion program across seven states, partnering with local adult education centers and libraries to provide free computer training, thereby addressing the digital divide in underserved communities.

### **Professional Experience**

#### *Ellsworth American / MD Islander & Mainstay Media*

Sales and Marketing Manager

Drove sales initiatives and marketing campaigns, adapting strategies to meet the evolving needs of the media landscape.

#### *GoNetspeed (Formerly OTELCO and OTT Communications / Mid Maine Communications)*

Marketing, Government, and Public Relations Manager

Led marketing and public relations efforts while managing relationships with government entities to support broadband expansion.

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### *Town of Gray, ME*

Director of Communication and Information, Assistant to the Town Manager, Website Administrator

Provided strategic communication and administrative support, enhancing public engagement and operational efficiency.

### *American Red Cross, Nutley New Jersey Chapter*

Executive Director

Directed chapter operations, fundraising efforts, and community outreach initiatives, reinforcing the organization's mission.

### **Relevant Volunteer Experience**

#### *American Red Cross, State Service Council - New Jersey*

Coordinated fundraising telethons, enhancing public awareness and support for disaster services.

#### *Crystal Lake Ice Fishing Derby*

Served as Media Coordinator, successfully promoting the event and engaging local media, resulting in substantial coverage and community participation.

#### *Gray Community Television*

Created and directed "Gray Hometown News," a monthly program that highlighted local stories, fostering community pride and engagement.

### **Affiliations:**

Yes on 1 2020 BQE Member (on behalf of OTELCO)

Maine Broadband Coalition

Gray - New Gloucester Development Corp. (GNGDC), (Founding Member)

Gray Community Television (Writer / Producer)

### **Proficiencies:**

WordPress, Wix, HubSpot, MS Office Suite, Google Earth

### **Education, Certifications and Skills**

- Real Estate Broker's License (New Jersey)
- Certified in Disaster Relief and Communications (American Red Cross)
- Grant Writing (\$2M+ secured for broadband expansion)
- Digital Marketing & Public Relations
- Project Management & Technology Implementation
- Interior and Architectural Design, BPS

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