



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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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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