

Kathleen C. Adams

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Summary

Insightful and versatile writer, PR and marketing consultant with 17 years of experience helping clients identify, and achieve business development goals. Strong strategic thinker, detail-oriented project manager, and persuasive and informative writer.

Experience

Freelance Writer, PR and Marketing Consultant

2000 - Present

Provide clients with a wide range of writing and communications project support including:

- researching and developing original website content including all content for www.tomorrowmoney.org; www.unwantedchange.org; www.thestrategygroup.com; www.acucaregroup.com; www.communityhospices.org; www.tigglobal.com; www.widmeyer.com; www.hotlines.com; www.guestservices.com ; www.qedllc.com
- creating marketing and sales material (letters, brochures, one-pagers, magazine inserts, PowerPoint presentations, webinar promo copy, etc.)
- researching and writing case studies
- producing articles for internal publications (i.e. employee newsletters) and external trade publications
- writing speeches
- drafting and issuing press releases
- creating media kits
- compiling reports
- creating employee manuals and standard operating procedures
- writing grant applications
- developing video and DVD scripts
- crafting advertising and public service announcements
- developing and implementing media strategies
- publishing white papers

Clients span numerous industries including healthcare, utilities, hospitality, internet development and government contractors. Clients include Community Hospices, Acucare Health Strategies, Vital Systems Incorporated, Bixler, Inc., The Bond Market Foundation, The Bond Market Association, National Rural Electric Cooperative Association (NRECA), Widmeyer Communications, TIG Global, CMS Information Systems, QED Consulting and BIS Global.

The Bond Market Foundation (New York, NY) - Communications Consultant, Writer

2000 – Present

- Serve as sole content developer for Tomorrowmoney.org – a suite of five bilingual, nonprofit financial literacy websites created by The Bond Market Foundation, the charitable partner of The Bond Market Association. More than 1 million users visit the site annually. Research and identify timely new topics, create original new content monthly for all five sites and serve on web development team.
- Help manage partnerships with, and produce exclusive Tomorrowmoney.org website content and marketing material for, all members of the National Association of State Treasurers
- Utilize professional background in executing consumer-oriented financial service campaigns as well as conduct primary research and utilize secondary research to produce timely site content for users and marketing material for partners
- Co-produced content for Investinginbonds.com, a Forbes “Best of the Web” and Webby award-winning website of the Securities Industry and Financial Markets Association (SIFMA)
- Trained national and local Red Cross staff as well as United Services Group (USG) staff based in NYC on how to use the websites to assist their clients – families of 9/11 victims who need financial case management
- Created, implemented and maintain ongoing national communications plan to publicize and drive traffic to the websites

The Strategy Group (Norfolk, VA) - Communications/PR Associate**2006 - 2008**

- Developed national trade industry PR plan, built relationships with trade reporters and regularly wrote and distributed corporate press releases
- Developed all content and assisted in design for corporate website
- Produced marketing and sales materials including PowerPoint presentations, articles, direct mail, letters, email campaigns and talking points to help drive awareness of and preference for company's turnkey marketing programs (*Women's HeartAdvantage*® and *StrokeSense*®)
- Created corporate Speakers' Bureau, developed relationships with state industry marketing leaders and wrote proposals to secure state, regional and national trade industry speaking engagements
- Wrote magazine, brochure and website copy to support consulting clients' marketing and fundraising initiatives
- Produced PowerPoint presentations to support consulting engagements and marketing product sales efforts
- Researched, wrote and developed monthly eNews for *Women's HeartAdvantage* and *StrokeSense* clients
- Produced corporate consulting engagement case studies
- Researched and wrote articles for trade publications
- Assisted consultants in developing industry white papers
- Assisted consultants in researching and writing articles to support corporate consulting focus in the areas of brand strategy, corporate strategy, strategic marketing and innovation

Fannie Mae (FNM/NYSE) (Washington, D.C.) – Director, Regional Communications**1995 - 1999**

- Oversaw implementation of communications strategy for the largest financial institution in the U.S. through 5 regional offices and 28 partnership offices nationwide which combined staged more than 1,000 media events
- Managed a 14-person team and reported directly to Vice President of Public Affairs
- Developed annual strategic communications media/PR plan and regional advertising plan in cooperation with senior management at both headquarters and field offices
- Handled media inquiries and managed relationships with major national and trade consumer and trade media (print, broadcast and electronic)
- Provided and coordinated media training for new partnership office directors and regional office executive staff
- Revamped department's news bureau – negotiated new wire service vendor, created a media hotline, managed contracts with national and regional broadcast and clipping services, developed collateral material to publicize bureau's services to national and local media
- Oversaw production of quarterly newsletters in 15 partnership office cities created for key constituencies including Members of Congress, lenders, local government and business partners, and local media outlets

Fannie Mae (Washington, D.C.) - Manager, Regional Communications**1994 - 1995**

- Coordinated all aspects of event management for 5 regional and 15 partnership offices nationwide. Planned and managed media events for more than 15 corporate office openings and multi-billion dollar housing investment plans with executive corporate staff, Members of Congress, local Mayors, and industry partners
- Supervised 5 staff and reported directly to Director of Regional Communications
- Served as Managing Editor of "partnershipNews" – a set of 15 customized quarterly newsletters sent to several hundred corporate customers nationwide

Fannie Mae (Washington, D.C.) – Public Affairs Specialist**1993 - 1994**

- Managed corporate "Help the Homeless" walkathon, including securing Mrs. Tipper Gore's participation which resulted in first-time national media coverage of the event by CNN and national network affiliate stations
- Represented Public Affairs staff in national product and service announcements, including national Mortgage Bankers Association (MBA) trade convention
- Provided PR counsel and managed media relations for Office of Housing Policy Research and the Fannie Mae Foundation

Fannie Mae (Washington, D.C.) - Legislative Aide/SVP Assistant, Government Relations 1991 - 1993

- Designed media and constituent events for Members of Congress
- Wrote biographies on Members of Congress and regional political profiles for the Office of the Chairman
- Coordinated all aspects of biennial Advisory Council meetings for corporate executives, Members of Congress, and 40 executive leaders in the housing and mortgage finance industry
- Developed and tracked \$1 million departmental budget
- Created a 3-month tracking system for Chairman on all 1993 congressional races
- Researched and responded to more than 800 constituent inquiries

Office of Pamela C. Harriman (Washington, D.C.) – Personal Assistant, PAC Coordinator 1990

- Researched and edited speeches and prepared briefing material for media interviews and congressional hearings
- Assisted with production, media, and VIP involvement in \$3 million Kennedy Center fundraising concert for the Democratic Party
- Facilitated coordination of presidential and congressional fundraisers, including staging, catering, marketing and guest list management

Published Bylined Articles*Willow Creek Association News Magazine*

- “Getting the Church Back on Course” (<http://www.willowcreek.com/wcanews/story.asp?id=WN01Q22004>)
- “Birth of a Network of Compassion” (<http://www.willowcreek.com/wcanews/story.asp?id=WN01Q32003>)
- “The Leadership Summit Goes Global” (<http://www.willowcreek.com/wcanews/story.asp?id=WN04I32005>)
- “The Open Forum” (<http://www.willowcreek.com/wcanews/story.asp?id=WN06I22005>)
- “Reclaiming the Pioneer Spirit” (<http://www.willowcreek.com/wcanews/story.asp?id=WN04I12005>)
- “When Perseverance Pays Off” (<http://www.willowcreek.com/wcanews/story.asp?id=WN03Q12004>)
- “Target: Katrina” (<http://www.willowcreek.com/wcanews/story.asp?id=WN04I12006>)

Awards

- 2004 Forbes “Best of the Web” & Webby Award – Investinginbonds.com
- 1998 Fannie Mae Vice Chairman’s Award (highest corporate team award)
- 1996 Fannie Mae Vice Chairman’s Award
- 1995 Fannie Mae Chairman’s Award (highest corporate individual award)
- 1992 Fannie Mae Chairman’s Award

Education**1987-1991 College of William & Mary (Williamsburg, VA)**

Received B. A. in Government

1997 George Mason University (Fairfax, VA)

Master’s Degree Graduate Program in English, Professional Writing and Editing

Industry Affiliations

- Public Relations Society of America (PRSA)
- American Medical Writers Association (AMWA)
- PRSA Health Academy