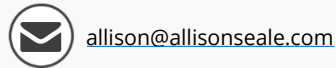
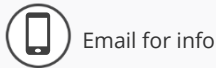


Allison Seale

WRITER/MARCOM



MY PROFILE

Words matter. Efficient, effective writing is imperative in today's character-counting, social world. I'm an award-winning writer with 20+ years experience writing and designing communications assets for some of the biggest companies in the world and some of the smallest. From blog posts to monthly newsletters, website copy to social media posts, small group presentations to webinars that reach a global audience—I've done it all.

HIGHLIGHTS

8 GLOBAL WEBINARS & COUNTING FOR FORTUNE 100 COMPANY

Interviewed head of global corporate affairs then wrote scripts and designed accompanying slide decks for company's global webinars. Participant evaluations of these programs have consistently garnered the highest marks.

200+ & COUNTING CRISIS SCENARIOS FOR FORTUNE 100 COMPANY

Researched and wrote realistic business-appropriate scenarios for crisis management teams in pet food and snack industry.

DOCUMENTARY FILM & PRESS KIT THAT SAVED CONGRESSIONAL FUNDING FOR YOUTH PROGRAM

In just six weeks, researched, wrote and produced a documentary-style film and press kit to explain the importance of Independent Living programs for foster teens to members of Congress and not only saved the programs, but secured funding for two decades.

MORE THAN 60 FEATURES & INVESTIGATIVE ARTICLES

Researched and wrote both investigative and lifestyle features for a monthly Texas lifestyle magazine, garnering awards by the Texas State Teachers Association and the Independent Association of Business Communicators.

IN-DEPTH CASE STUDY AND RESPONSE ANALYSIS OF DEEPWATER HORIZON ACCIDENT

Created a 175-page website that included a day-by-day analysis of the traditional and social media response to the *Deepwater Horizon* accident for a consultant to one of the companies involved.

EXPERIENCE

COMMUNICATIONS & MARKETING CONSULTANT—LOS ANGELES, CA, 2006–PRESENT

Write and design multimedia training presentations for Fortune 500 clients, write press releases and web copy, and assist in training sessions to prepare executives for media interviews (Crucial Communications Group). Built branding/identity for three startups (CBG Holdings, CBANC Network, Q2 Software); wrote and designed marketing collateral; brochures, journal ads, and conferences displays. Wrote multiple multi-million dollar grant applications for funding drug rehabilitation programs (Phoenix Houses of California).

PROJECT MANAGER—ELLEN DEGENERES & PORTIA DE ROSSI, LOS ANGELES, CA, 2005, 2007

Managed household and grounds staff for six residential properties—including interviewing, hiring, training, and terminating employees. Directed property-improvement projects from concept to completion: managed budgets and invoicing, supervised contractors, coordinated logistics, and prepared and presented status reports. Organized schedules with security team to maintain household security.

EXPERIENCE CONTINUED

COMMUNICATIONS MANAGER—HAMILTON FISH INSTITUTE, GEORGE WASHINGTON UNIVERSITY, WASHINGTON, DC, 2001–2005

Established wide-ranging communications plan and handled all press inquiries for leading nonprofit in school violence research. Supported Executive Director to plan and promote yearly national conference with up to 400 attendees—hired and managed vendors, coordinated media interviews, and issued press releases and EPKs. Initiated, wrote, and designed brochures, online/print ads, event fliers, and quarterly e-newsletter.

- Wrote 3 successful grant proposals totaling \$9 million in awards from U.S. Department of Justice.
- Created pioneering searchable database on school violence incidents and compiled prevention guide for research group—later implemented by Office of Juvenile Justice and Delinquency Prevention.

PUBLIC RELATIONS & MARKETING CONSULTANT, LOS ANGELES, CA, 1998–2002

PR/Event Management: Handled media relations, credentialing, and press for awards dinner (honoring Gwyneth Paltrow) with 200+ attendees for client Imagination Workshop (arts-focused children's nonprofit).

COMMUNICATIONS MANAGER—ARTISTS RIGHTS FOUNDATION (DIRECTORS GUILD OF AMERICA), LOS ANGELES, CA, 1995–1998

Developed communications campaign—including creating identity/branding, website, national ads, newsletter, and movie trailer-inspired videos for global film-industry nonprofit. Wrote and distributed press releases. Interviewed directors, producers, and actors and wrote articles about their work to protect their films from unauthorized alterations. Managed media relations for award dinners and film premieres. Promoted and coordinated two national symposia as a key member of six-person team.

- Successfully led and managed all communications (Italian and English) for Oscar-winning film director Fred Zinnemann in his lawsuit in Italy to protect his film *The Seventh Cross* from being aired in a colorized version.

MANAGING EDITOR—*GETTING READY MAGAZINE*, EUGENE, OR, 1994–1995

Led seven-member team to publish national monthly magazine for at-risk youth—wrote articles, assigned stories, collaborated with designers, and proofed layout. Represented magazine to National Independent Living Association.

MANAGING EDITOR—*INSITE MAGAZINE*, BRYAN, TX 1989–1994

Rose through the ranks from a temporary employee to staff writer and ultimately promoted to managing editor. Assigned or wrote all features, edited all copy and art-directed all cover photography for this 4-color, monthly regional publication.

SKILLS

COMPUTER EXPERTISE—Microsoft Office (PowerPoint, Word, Outlook, Excel), iWork (Keynote, Pages), Adobe Creative Cloud (Acrobat Pro, Dreamweaver, InDesign, Illustrator, Photoshop), Google Docs (Docs, Slides), social media networking (Facebook, Twitter, LinkedIn, Google+), blogging (WordPress), content management systems, website management (FTP, HTML), and basic Web design. Proficient in both PC and Mac platforms.

RESEARCH—Exceptional research skills

LANGUAGES—Italian (conversational), French (basic) and Spanish (basic).

EDUCATION

TEXAS A&M UNIVERSITY / B.S. JOURNALISM, MINOR IN MARKETING / 1989
College Station, TX 77845