

Staci Stringer

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Profile

A young professional who understands the importance of using social media strategically to drive results. I bring the skills to effectively execute the tools, and the savvy to make smart, creative recommendations to clients. Working in advocacy relations I've acted as a liaison between patient advocate organizations and a large biotech company to create open communication about issues. I hold leadership skills that I cultivated in my time as a Greek Life leader, and can facilitate large group meetings and orchestrate high level conferences which return positive results.

Education

University of Oregon, Eugene Oregon, Bachelor of Science

Major in Journalism: Public Relations Minor: Communications Studies Graduated June 2008

Experience

Assistant Account Executive, DDB Issues & Advocacy, Seattle, Washington, 10/08 -2/09

- * Provided strategic council on communications and partnership strategies
- * Assisted with new business ventures, which allowed close work with Senior VP of the Issues & Advocacy department
- * Facilitated relationships with over 40 advocacy groups for biotech client; liaised on an ongoing basis to ensure substantive communication and eliminate crisis situations
- * Managed monthly invoicing for a \$1 million+ client account
- * Planned and executed briefing event for 90 patient advocates and clinicians briefing very informative
 - * **Results:** 89 % of advocates rated briefing very informative
- * Assessed cancer advocates online landscape and provided recommendations of potential advocate relationship and engagement in social media community
- * Maintained ongoing account management activities, including special events calendar, advocate coverage report, advertising requests, and logo usage contracts
- * Monitored and reported advocate voice in community

Vice President of Recruitment, Panhellenic Council, University of Oregon Greek Life, Eugene Oregon, 11/06 -1/08

- * Managed \$20,000 budget
 - * **Results:** Reduced budget 30% by revising organization of programming
- * Supervised staff of seven women, planned coordinated Fall Formal Recruitment for 450 women
- * Planned Programming for IntroDUCKtion for 5,000 students, and Week of Welcome for 10,000 students
- * Created and implemented values-based recruitment curriculum
- * Educated both potential new members and current members about useful social media tools
- * Facilitated recruitment counselor training program of 40 women and administer recruitment workshops
 - * **Results:** Raised retention rate 8.6%, increased quota by 6 women per chapter, increased registration by 103

Assistant Account Executive, Center for Community Counseling, Allen Hall Public Relations, Eugene, Oregon 10/07- 6/08

- * Prepared press releases, blogs, media kits, plans, and proposals for clients
- * Created social media strategy to introduce center to social media sphere
- * Planned and executed community events such as concerts, galas, and volunteer information sessions

Skills

- * Ability to create and build relationships
- * Management & leadership skills
- * Facilitating large group training sessions
- * Social Media education, research, monitoring and management experience
- * Experience with PC programs such as Microsoft Office programs, Photoshop, InDesign and Mac programs iWork pages, keynote and garageband

Volunteer Experience

- * Community Transitional School, Portland, OR 11/98- Present
- * Race for the Cure, Portland, OR 9/02 and 9/03
- * Kids Sports- Volleyball Coach, Eugene, OR 9/05-12/06
- * Jesuit High School Volleyball Coach, Beaverton, OR 8/05-11/07