

Cynthia Ford

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Strategic Communications Management

Well qualified communications professional with more than 15 years of progressive experience in for profit and nonprofit arenas. Offers broad organizational perspective and delivers results-driven communication strategies, team motivation, training and management.

Core Knowledge and Skill Areas

Targeted Messaging

Internal / External Training

Corporate Communication

Team Leadership

Web & print content development

Marketing Strategies and Campaigns

Corporate Partnership Management

Speech / Copy Writing

Professional Experience

2010 - Present: **Sr. Manager, Strategic Communications** ~ Points of Light Institute, Atlanta, GA
32 million dollar nonprofit operating 250 volunteer action centers in 16 countries.

Selected Accomplishments:

- Content creation for successful Points of Light Tribute Campaign that garnered \$30 million dollars in donations in a six month time frame - culminated by a nationally televised star-studded event on NBC prime time.
- Managed cross institutional corporate sponsor communication teams for ABC, American Express, Home Depot, Maxwell House, UPS, UBS and Kraft Foods.
- Created and presented training for internal staff and external audiences covering software adoption, marketing strategies, story marketing and web based writing.
- Ongoing project management of HandsOn University course creation; Points of Light Institute's first foray into a revenue driving online course offering.
- Trained internally as Salesforce super-user; trained departments on Salesforce use and adoption.
- Ghost written blogs for CEO garnered national exposure through Huffington Post.
- Managed communication strategy for three campaign launches to spur 500,000 new volunteers and two million new acts of volunteer service.
- Created content for cloud based software collateral in partnership with Salesforce and Navatar Group.

2008 - Present: **Adjunct Faculty: College of Liberal Arts**

Georgia Perimeter College, Decatur, GA and Cuyahoga Community College, OH

Georgia Perimeter College is the third-largest institution in the University System of Georgia.

▪ English Composition instruction: Creation and management of on site, web based, and hybrid courses utilizing Blackboard software, iCollege and current adult learning strategies.

2005 - 2010: **Communications Manager** ~ Geauga Park District, Chardon, OH

10 million dollar park district managing over 14,000 acres in northeastern Ohio.

Selected Accomplishments:

- Created and implemented park district crisis communication strategy.
- Presented internal training of new HR website properties and procedures.
- Oversaw county wide survey of 42,000+ citizens to collect qualitative and quantitative data regarding public sentiment in regards to the Park District. Completed market segmentation of the survey, analyzed results, compiled comprehensive SWOT analysis and presented strategic recommendations to executive team and Board of Commissioners.
- Web site overhaul including creation of new navigation and user-friendly interfaces to streamline web content. Search engine optimization of website resulted in a 15% increase in monthly hits and a 21% increase in monthly page views. Reconfiguration of navigational layout resulted in reduction of bounce rate by 5%.
- Direct supervision of junior marketing staff, interns and marketing volunteers.
- Managed internal communications, created and provided training to staff for new program implementation based on best practices in adult learning strategies.
 - Graphic design, editor and lead writer for county-wide direct mail newsletters, annual reports and promotional marketing pieces.
 - Responsible for managing graphic design projects to ensure organizational branding guidelines are maintained.
 - Composing press releases and obtaining prominent placement and advantageous coverage of Park District projects and initiatives. Innovative press release creation led to a 21% increase in positive media stories regarding Park District efforts towards conservation and community outreach, and a 15% increase in front page photo placement of Park District events.
 - Created direct e-marketing campaigns using targeted emails and topic specific web pages to minimize budget impact while maximizing ROI. Direct e-marketing campaigns increased specific program attendance by 12%.
 - Web site management and creation of easily navigable, user-friendly interfaces to streamline web content. Search engine optimization of website resulted in a 19% increase in monthly hits and a 24% increase in monthly page views. Reconfiguration of navigational layout resulted in reduction of bounce rate by 5%.

2004 - 2005: **Marketing and Public Relations Specialist** ~ YWCA of Greater Cleveland, OH

Global nonprofit aimed towards empowering women and ending racism.

Responsibilities included:

- Spokesperson for all media inquiries, crisis communication management and representation at community meetings and events.
- Responsible for internal communications and staff trainings in media relations and business writing.
- Composed fundraising "ask letters," web site content, annual reports and newsletters.
- Successful national brand integration to all existing marketing pieces.
- Created and presented internal training on new brand strategies and integration.
- Led effort to institute e-invite program to bolster event attendance resulting in a 19% increase in program RSVPs and actual attendance numbers.
- Combined the e-invite program with initiative to reinstitute on-site personal visits/invitations to area high schools to encourage teen program participation.
- Management of junior marketing staff and volunteers.

2002 - 2004: **Lead Instructor** ~ Phoenix Program / Cleveland Municipal School District, OH

An alternative to expulsion classroom / behavior modification program operated by the CMSD.

Responsibilities included:

- Lead instructor for at-risk youth for an Alternative to Expulsion School.
- Created curriculum for engaging students with negative past experiences with school.

- Implemented behavior training and counseling.
- Liaison between courts, probation officers, school official and student guardians.

1998 - 2002: **Marketing & Public Relations Specialist**

Associated Software Consultants, Inc., Middleburg Heights, OH

Multimillion dollar Technology Company specializing in mortgage banking / loan management software.

Responsibilities included:

- Spokesperson for all media inquiries and representation at community meetings, trade shows and events.
- Created agenda/curriculum for annual sales force training conference.
- Presented in house sales training and client software training sessions.
- Copy writing for all advertising and collateral pieces.

1994 - 1996: **Field Marketing Manager** ~ Sun Newspapers, Independence, OH

Leading provider of local newspapers in northeast Ohio, provides papers to 15 cities in and around Cuyahoga County.

Responsibilities included:

- Hired, trained and managed sales force. Planned marketing strategies and routes for regional media company with ownership of 12 local newspapers.

Education

1998 ~ Masters of Arts: English Literature - John Carroll University, University Heights, OH

1992 ~ Bachelor of Arts: English/Communications - John Carroll University, University Heights, OH

Technological Skill Sets

Highly Proficient in SalesForce, Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Adobe PageMaker, Constant Contact, Mail Chimp, Knoodle, Camtasia, Microsoft Office products and Blackboard.