

Tricia Rudisill Bentley, M.A.

RESUME

VALUE PROFILE

Skilled PR/Marketing specialist with a breadth of industry knowledge. Experienced in delivering focused, strategic internal and external communications initiatives that connect the dots between organizational objectives and external expectations to deliver targeted results. Able to work cross-functionally to overcome obstacles and build consensus.

Case Histories & Work Samples

www.visualcv.com/triciabentley

SUMMARY OF EXPERTISE

- Integrated Marketing/PR Strategy & Budget Oversight
- Positioning, Messaging, Branding
- Event Planning & Execution
- Social/Digital Media and Networking Applications
- Search Engine Optimization (SEO)
- Media Relations
- Internal & External Communications
- Public Affairs/Public Outreach
- Project/Team Management

RELEVANT MILESTONES/ACCOMPLISHMENTS

- Eleven years experience in public relations, marketing and advertising in varying industries including transportation, public advocacy, education, tourism, business-to-business, HR/employee retention, healthcare and fine arts.
- Assisted the Harris County Flood Control District's Communications Division through a restructuring process helping to establish and manage the Public Outreach and Education Department and providing strategic guidance to executive leadership regarding the inclusion of other departments such as Internal Communications, Project Communications and Precinct Coordination.
- Spearheaded strategic partnerships with the Houston-Galveston Area Council, Harris County Toll Road Authority, Texas Department of Transportation and the Harris County Metropolitan Transit Authority to lead an aggressive media and public education campaign in preparation of the opening of the Katy Freeway Managed Lanes.
- Provided public engagement support in an "environmental justice" defined area on behalf of the Harris County Flood Control District to engage the community through grass-roots outreach in a federal study process following the procedures and guidelines of the National Environmental Policy Act (NEPA) set forth by the Council on Environmental Quality. Planned and implemented three public scoping meetings, one of those being conducted solely in Spanish as the organization's first Spanish-language only public meeting.
- Successfully pitched and implemented a national media tour in the New York and Washington D.C. markets promoting the Houston Grand Opera's 2007/2008 season, resulting in numerous features in top-tier national media, including the *New York Times*, *Washington Post*, *Wall Street Journal* and *Opera News*.
- Founded the Marketing and PR department at The Center For Sight in 2000. As manager of that department, established governing process and value streams for development of strategic marketing programs with emphasis on corporate branding in all markets served. Achieved a 67% increase in patient volume for The Center For Sight from 2000 to 2006.

PROFESSIONAL EXPERIENCE

Manager, Public Outreach and Education Department

February 2010 – Current

Harris County Flood Control District, Houston, TX

Supervisor: Heather Saucier, Communications Division Assistant Director

- Defines and implements a comprehensive, integrated communications program to broaden awareness and increase visibility of the Harris County Flood Control District, as well as its programs and priorities among key audiences.
- Establishes and adheres to budgetary guidelines in planning and directing communications and outreach functions.
- Provides cross-organizational leadership and coordination of activities and outreach programs with other departments and internal stakeholders, building consensus and commitment to strategies.
- Develops partnerships with like-minded agencies and businesses to encourage collaboration in outreach programs.
- Oversees the production of all print and digital communications including newsletters, brochures, reports, e-blasts and website content development.
- Facilitates presentations, briefings and reports for the community, local and federal elected officials and other stakeholders.
- Identifies and recommends participation in programs and events that complement the organizations educational and outreach priorities; manages the planning, and coordinates staff and staging of special/sponsored events.

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- Supervises staff, editorial assistants and outside contractors with responsibility for production activities and written communications.
- Identifies and pitches compelling story angles to media; responds to press inquiries.
- Writes/approves press releases and responds to press inquiries; serves as media spokesperson during times of severe flooding and weather events.

Account Supervisor / Houston Public Advocacy Practice Leader

August 2006 – August 2009

Vollmer Public Relations, Houston, TX (Presently Edelman Southwest)

Supervisor: India Chumney-Hancock, General Manager

** Promoted from Sr. Account Executive to Account Supervisor in December 2008*

- Responsible for the strategic direction of key accounts and for identifying and developing opportunities to grow business.
- Directed activities on assigned accounts and of others working on accounts for the successful implementation of public relations and marketing communications initiatives; assured quality of work and professional growth of team members.
- Provided strategic direction, PR counsel and guidance on written plans and client issues.
- Responsible for conceptualizing, driving and implementing public relations strategies and integrated programs.
- Provided national, regional and local media relations, community relations, event planning (conferences, fundraisers, public meetings and other special events), internal/external communications, web-based communications and strategic plan development.
- Billing and budgeting on accounts; participated in overall agency planning and management.
- Clients included transportation, public advocacy, education, non-profit, business-to-business, energy and performing arts.

Director of Marketing & Public Relations

August 2000 – August 2006

The Center For Sight, Lufkin, TX

Supervisors: Jan Selman, Business Manager & Richard J. Ruckman, M.D., President

** Promoted from Public Relations Coordinator to Public Relations Manager in 2001*

** Promoted from Public Relations Manager to Director of Marketing & PR in August 2003*

- Responsible for all marketing and PR activities for this full-service ophthalmology practice, ambulatory surgery center and retail optical, serving several communities in Deep East Texas. Primary location in Lufkin, Texas with branches in Jasper and Livingston.
- Served as a member of the organization's Governing Body and the Medical Executive Committee, a board of directors responsible for the strategic direction and operation of the organization.
- Accountable for the development and execution of a multi-year integrated marketing/PR strategy and internal communications program to carry out the organization's long-term business objectives.
- Purchased paid advertisements in various markets and developed print, radio and TV advertisements.
- Managed a small staff and outside consultants to successfully carry out PR programs and initiatives.

Contributing Writer/Copy Editor

March 2002 – May 2003

B-Scene Magazine (formerly RSVP Magazine), Tyler, TX

Supervisor: Lynn Haney, Owner/Managing Editor

- Edited and completed writing assignments as requested for B-Scene Magazine, a society publication of more than 100 pages printed bi-monthly and circulated throughout the East Texas area.

Communication Specialist

May 1999 – May 2000

Bob Bowman and Associates, Lufkin, TX

Supervisor: Susan Larkin, General Manager

- Managed a large portfolio of clients for this East Texas-based marketing and public relations firm, specializing in the development of strategic marketing plans as well as internal and external communications initiatives.
- Clients included healthcare, non-profit and financial institutions.

EDUCATION

Master of Arts, Spring 2004

Stephen F. Austin State University

Major: Communications/Public Relations

Minor: General Business

Bachelor of Arts, Fall 1998

Stephen F. Austin State University

First Major: Communications/Public Relations

Second Major: English

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TECHNICAL COMPETENCIES

- Working knowledge of PC and MAC platforms
- Proficient in Adobe Program Suite, including PhotoShop, PageMaker, Illustrator and InDesign
- Quark X-Press
- Highly experienced in the Microsoft Office Suite, including Word, Excel, PowerPoint and Publisher
- Skilled photographer knowledge of dark room and processing techniques

CHARACTERISTIC STRENGTHS

- Highly Analytical/Problem Solver
- Results Driven
- Strong Professional Ethic
- Strategist and Organizer
- Flexible and Resourceful
- Service Focused

ACTIVITIES & AFFILIATIONS

- 2011, *Board Vice President*, Public Relations Foundation of Houston (PRFH)
- 2011, *Chair*, Public Relations Society of America (PRSA)-Houston Annual Awards Competition & Gala
- 2010-Current, *Board Trustee*, PRSA-Houston
- 2009 & 2010, *Chair*, PRFH Silent Auction Fundraiser
- 2009-Current, *Board Member*, PRFH
- 2008, *PR Day Co-Chair*, PRSA-Houston
- 1999-Current, *Member*, PRSA-National
- 1998-Current, *Member*, Stephen F. Austin State University Alumni Association

PROFESSIONAL REFERENCES

George Watts, IV

Principal, Watts Consulting

Direct: 214.497.0775

gwattsfour@gmail.com

Association: Former colleague (*The Center For Sight*)

Years Known: 10 years

Beth Walters

Project Communications, Harris County Flood Control District

Direct: 713.684.4000

elizabeth.walters@hcfcd.org

Association: Current colleague & former client (*Vollmer Public Relations*)

Years Known: 5 years

Lauren Coke-Walters

Vice President, Fleishman-Hillard

Direct: 214.665.1313

lauren.walters@fleishman.com

Association: Former supervisor (*Vollmer Public Relations*)

Years Known: 5 years

Brad Leone

PR Leader, Pennebaker | fifthring

Direct: 713.457.2139

brad@fifthring.com

Association: Former supervisor (*Vollmer Public Relations*)

Years Known: 4 years

PERSONAL REFERENCES

Gary Rudisill

State Trooper, Texas Department of Public Safety

Cell: 936.569.3737

grudisill476@live.com

Association: Cousin and friend

Years Known: 35 years

Regina Goodson

Science Teacher, Willow Wood Junior High

Cell: 832.444.6864

rgoodson@tomballisd.net

Association: Friend

Years Known: 17 years

Susan Schmaeling

Owner, SAS Public Relations

Direct: 713.253.2799

susan@saspr.com

Association: Friend, fellow PRFH board member

Years Known: 5 years

Jennifer L. Evans

Owner, JLE Public Relations and Marketing

Direct: 832.692.7615

jleprmtg@yahoo.com

Association: Friend, fellow PRSA board member

Years Known: 5 years