

Sparkle T. Anderson, APR, CPC

sparkleanderson.com

Exceptional writer, self-driven and decisive team leader with experience developing high-impact content for multiple media platforms

EXPERIENCE SUMMARY:

- Natural marketer and brand strategist. Specialties include public relations, content development, multilayered marketing and social media campaigns, copywriting, online marketing, special event management and brand identity
- Well-versed in strategic media and public relations for the non-profit & energy sectors
- Creative communicator and seasoned writer proficient in press releases, editorials, newsletters, and web content; skilled in executing multiple projects under tight deadlines without compromising attention to detail

PROFESSIONAL EXPERIENCE:

Director of Communications

Harris County Flood Control District

February 2020 – Present

- Provide strategic oversight of all communications efforts related to the District and its work, including media relations, digital platforms, employee communications, public affairs/outreach and project communications that include the 2018 Bond Program - a \$2.5 billion effort
- Provide strategic counsel to the District's executive leadership, and conduct executive briefings on a weekly basis to share feedback, issues, challenges, results and other relevant updates
- Develop and direct implementation of an annual strategic communications plan that supports the District's mission and work
- Develop/oversee updates to standard communication procedures and public engagement plans for implementation before, during and after flood events
- Lead and direct the District's media efforts and programs to maximize positive press and proactive media opportunities
- Lead and direct the District's communications efforts around specific projects, including newsletters, presentations, website information and public notices
- Lead and direct the District's social media activity, including strategy, content development, promotion, guidelines and other relevant efforts
- Serves as a strategic communications leader, spokesperson and crisis communications coordinator during emergency response events
- Lead and direct implementation of community outreach strategies to further the District's mission and reputation and to promote public/media education and awareness of flooding risks, improvements and projects
- Lead and direct content development and graphic design efforts to serve the District's mission and develop and implement innovative ways to communicate about its projects, benefits and programs to the public.
- Lead and direct employee communications efforts, including executive communications, town halls, annual updates and other relevant activity

Corporate Affairs Manager

Kroger

February 2018 – February 2020

- Manages a creative team tasked with handling employee communications, media relations and community affairs for Greater Houston, SE Texas and SW Louisiana
- Collaborates with corporate media and external relations leaders to align/execute corporate priorities/initiatives and manage potential crises/reputation issues
- Key member of Corporate Affairs management team reporting to the Houston Division President and the Regional Director of Corporate Affairs
- Serves as a strategic communications leader, spokesperson and crisis communications coordinator for division
- Successfully planned and executed 3 customer fundraising campaigns in 1.5 years resulting in nearly \$2 million dollars being invested back into area community initiatives
- Develops/executes community marketing/engagement programs that enhance the company's reputation as a generous/caring retailer and that support the company's key community priorities
- Manages/guides \$3 million in community funds comprised of foundation, corporate, associate and customer contributions

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- Led annual division solicitation for company's Political Action Committee resulting in a 600% increase in number of participants and 1,200+% in contributions
- Engages associates in 2020 sustainability goals; supports goal to be a Zero Waste company by 2020
- Serves as key member of the division marketing/customer communications team with a focus on increasing awareness of company's brand and support for local causes
- Leads a comprehensive process to accelerate associate communications/engagement strategy to improve reach/effectiveness to 17,000+ Division Associates and measure progress
- Supports corporate sustainability initiatives by building local partnerships

Director of Communications Communications Manager

**City of Pearland
City of Pearland**

**February 2016 – January 2018
January 2012 – February 2016**

- Served as media spokesperson for a city of 130,000 residents and led a small team tasked with communications in the aftermath of Hurricane Harvey and a citywide Boil Water Order
- Implemented a strategic social media program including the launch of 5 social media channels for the City which has led to a 45 percent increase in participation in City programs during employment tenure
- Implemented a strategic communications/marketing campaign to communicate a resident Waste Collection route change. The route change webpage had more 9,000 unique views on the first day of the change. Of the 31,000 households in the City, less than one percent issued complaints regarding the change.
- Developed and implemented brand guidelines for the City of Pearland including brand palette, updated logo, guidelines for branding city vehicles, attire and more
- Led initiative to install and begin utilizing equipment to tape and live stream City Council and Planning & Zoning Commission meetings
- Launched two new and improved City websites with more than 1,000 pages
- Improved Pearland TV offerings by removing static slides and adding regular quality programming including coverage of special events, health and fitness shorts and documentaries
- Developed and implemented quality assurance programs; successfully implemented a department-wide project management system to improve project workflow
- Drafted and implemented more than 20 citywide policies
- Managed a creative team tasked with communicating City programs, services and initiatives
- Managed and coordinated strategic internal and external communication programs
- Wrote, edited and planned for department's and organization's near and long-term communication needs
- Developed ideas and opportunities for feature articles, interviews, presentations and other public relations activities that promoted awareness of the City and its services
- Planned and implemented organization's public relations strategies, policies and procedures
- Planned, managed and coordinated special events and projects
- Proposed and managed \$750,000 department budget
- Wrote news releases; oversaw City website and cable station, Pearland TV and served as the City's Public Information Officer
- Researched, wrote and edited a printed resident newsletter – Pearland in Motion and two electronic monthly publications – Pearland Connect and the Rec Report
- Assisted, arranged for and coached staff with public speaking engagements, presentations and preparation of articles for publication

Marketing Manager

Big Brothers Big Sisters

August 2010 - December 2011

- Maintained the agency website by updating with latest news and initiatives; including creating new web content; successfully led initiative to implement and unveil newly-branded Start Something website to further agency initiatives
- Created and implemented strategic marketing communications plans for internal clients
- Developed marketing and communications collateral, including press releases, brochures, advertisements, PowerPoint presentations, e-announcements, e-newsletters and agency emails

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- Wrote, edited and proofread internal publications including Matchline, a monthly volunteer publication, the Annual Report and Big News - a bi-annual publication
- Wrote and edited program materials and speeches for news conferences, special events
- Served as lead on all Greater Houston advertising and media buys
- Managed all Big Brothers Big Sisters PSA placement and dissemination
- Enforced agency style guide throughout all communications materials and throughout the local organization
- Managed media relations efforts for the agency including drafting all press releases, dissemination, follow-up, and press conference preparation
- Strategically identified new opportunities to promote Big Brothers Big Sisters and executes plans to capitalize on opportunities
- Ensured that public speakers (both staff and non-staff) are fully vetted, prepared and rehearsed prior to engagements
- Ensured high quality and timely communication of agency stories, events and activities to the public through all media channels

Communications Specialist

CenterPoint Energy

May 2007 - August 2010

- Led public relations and marketing campaign for Grillin' and Chillin' with the Astros (A CenterPoint Energy account services promotion); under my direction, enrollments increased 75 percent due to diligent efforts to incorporate promotion into My Account Online Account program
- Deployed Bring it Home with the Twins public relations and marketing campaign; in the first year of the promotion, received more than 600 enrollments in the first two days of the promotion
- Executed public relations and marketing campaign for the NWS Hurricane Workshop (which CenterPoint Energy underwrites) - while serving as co-chair, event attendance increased 200 percent due to expanded public relations efforts
- Served as a member of the web team, assisting in updating industry news and creating new web content, successfully led Energy Efficiency initiative to design, implement and unveil a new website to further departmental initiatives
- Created and implemented strategic communications plans for industry, customers and media audiences
- Developed marketing and communications collateral, including press releases, brochures, bill inserts, advertisements, and corporate emails
- Wrote, edited and proofread internal publications ranging from a bi-weekly electronic newsletter to CenterPoint Energy News - a quarterly company-wide printed publication
- Coordinated event planning for various CenterPoint Energy sponsored events from venue selection and A/V to program outline and speeches
- Served as lead on all advertising agency work and managed media buys
- Managed multi-million-dollar advertising campaigns including a then, newly-branded Energy InSight campaign promoting CenterPoint Energy smart meters
- Served as media spokesperson when 2.1 million customers lost power following Hurricane Ike

Assignment Editor

KHOU-TV Channel 11

2006 - 2007

- Planned, executed, and supervised weekend reporters' and photographers' story assignments for the morning news, monitored scanners, responded promptly to breaking news and maintained organization
- Scheduled interviews and worked with reporters in executing story ideas
- Wrote breaking news, made beat checks and communicated with reporters in the field during high-intensity breaking news coverage
- Established relationships with public information officers of government entities to secure exclusive stories on a regular basis resulting in increased viewership

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AWARDS & HONORS:

- Houston Business Journal's 40 Under 40 Class (2019)
- Sparkle Anderson Day in Pearland, Texas – February 1, 2018 (2018)
- Government Communications Team of the Year – Public Relations Society of America – Houston Chapter (2017)
- PR Professional of the Year – Public Relations Society of America – Houston Chapter (2016)
- Received more than 30 awards in municipal communications excellence from various city/county marketing associations, associations of business communicators, and Texas-based municipal information associations (2012 – 2018)
- People's Choice Award – Big Brothers Big Sisters (2011)
- CenterPoint Energy Volunteer of the Year (2010)
- The Walter J. Bennett Public Service Award for work on CenterPoint Energy Sponsorship, The Hurricane Workshop (2009)

LEARNING CREDENTIALS:

University of Texas at Austin, Bachelor of Journalism

Rice University, Master of Liberal Studies

Accreditation in Public Relations (APR)

Texas Christian University, Bob Schieffer College of Communication's School of Strategic Communications Certified Public Communicator (CPC)

APPLICATIONS:

- Adobe Creative Suite (In Design, Photoshop, Illustrator)
- Vignette 6 and 7, WordPress, Vision Internet, Kintera (Web applications)
- Constant Contact (Email-marketing application)
- Google Analytics

LinkedIn: <https://www.linkedin.com/in/sparklea>