

Shannon Ballard Gorman

d.b.a. THE WRITE IDEA

48 E. Glenwood Dr. Latham, NY 12110
518-280-1642 | shannon@writeidea.net

Profile

Communications professional with 18+ years of experience, a penchant for wordsmithing, a head for strategy and planning, and a love of helping people and organizations tell their stories, reach target audiences and achieve goals. Recently shifted lanes to self-employment to focus on using my skills with words and creative ideas to assist a variety of clients.

Professional Experience

The Write Idea (09/17 – present) **Owner & Writer**

Providing cost-effective, flexible writing/copywriting, editing/proofreading, strategic public relations and integrated marketing communications consultation on a contract or project basis to a variety of organizations – particularly nonprofits in education, health care and human services.

The Sage Colleges (05/01 – 06/17) **Office of Communications & Public Relations**

Sr. Director of Communications & Marketing (07/09 – 06/17)

Directed Sage's integrated marketing communications efforts. Coordinated admission communication and materials and all advertising for the colleges. Oversaw production of alumni and institutional publications, website, media relations efforts, and crisis communications. Developed and implemented a communications and marketing plan that supported the institutional strategic plan. Ensured consistency in marketing messages, themes, and design in all print and web materials. Provided consultation regarding strategic communications to campus clients. Served on various committees to provide the “communications and marketing view.” Pursued and managed cost-effective use of outside consultants, freelancers and partner firms as appropriate. Tracked the office's efforts, measured outcomes, and reported on/showcased/presented results. Advocated for needed resources and effectively managed a \$1.5 million departmental budget.

Acting Director of Communications & PR (03/09 – 06/09)

Crafted strategic implementation plan and made budget recommendations. Served on the Crisis Management Team and as the primary message-maker for campus-wide communications. Administered the President's blog. Served on Inauguration and Commencement planning committees. Coordinated with marketing partner firm Zone 5. Oversaw unit's budget. Recommended staffing needs and hiring selections for our office.

The Sage Colleges *(continued)*

Office of Communications & Public Relations

Assistant Director of Communications & PR *(07/07 – 02/09)*

Oversaw redevelopment of website and move to new content management system (CMS), including training and periodic refresher sessions (group and one-on-one assistance) of more than 100 website liaisons. Supervised the Webmaster, as well as a Web Development Assistant (intern). Coordinated production of academic Catalog (online and in print). Wrote articles for Sage publications, copy for marketing materials, display boards for Institutional Advancement, and content for the website. Built web pages and “mini-sites” using our CMS. Organized two Open Houses and conceived a series of e-blasts to raise awareness of our office’s staff and services.

Content Manager for Print & Web *(09/03 - 06/07)*

Wrote messages for print and electronic communications to support Sage's outreach and recruiting goals. Wrote Annual Fund letters, President's appeal, employee appeal, class agent letters, alumni newsletters and annual institutional showcase magazine, *Horizons*. Cultivated stories by identifying newsworthy people, programs, and events; interviewed faculty staff, and students; and adaptively reused stories.

Director of Media Relations *(08/02 - 08/03)*

Cultivated media contacts and coverage of Sage news on local, regional and national basis. Identified newsworthy people, events, and research at Sage to feature in publications and to pitch to appropriate media. Tracked media coverage, maintained and distributed media clips, and planned and organized media events.

Writer/Editor *(05/01 - 07/02)*

Wrote targeted correspondence, articles for Sage publications, brochure copy, and other materials to support Sage’s public relations, development, and alumni relations efforts. Served as liaison with Alumni Relations. Proofread and edited copy.

The Write Idea *(08/04 - 07/09)*

Principal

Provided writing, editing and strategic public relations services independently and as a team with designers and web developers. Clients included: Excelsior College; The Town School (Manhattan); Albany Law School; JCB Printing, Inc.; Lake George Opera; Albany College of Pharmacy; Coppola Design; Rachel Perls Pet Portraits, and others.

Albany Business Review (05/00 - 04/01)

Reporter, Newsroom

Covered health care (including hospitals, health insurance companies, senior services, and other health care organizations), education (including K-12 and higher education), and labor (including unions) for a 10-county area. Wrote full-length feature articles, profiles, and short news items for weekly paper for the Capital Region's business community. Wrote daily news items for the online version.

Albany Law School (12/98 - 04/00)

Communications Assistant, Institutional Advancement

Wrote and distributed news releases and assisted with publicity and coordination of news conferences and media events. Provided writing and editing assistance for promotional publications. Used creative pitching and placement strategies to gain positive media coverage of faculty experts and school programs. Maintained media databases, news clippings and photos.

Education

M.S. in Organization Management, Sage Graduate Schools, 2013

B.A. in Media Arts, *cum laude*, James Madison University, 1998

Major: Media Writing (Concentration: Print/Feature Journalism)

Minor: Speech Communication (Concentration: Public Relations)

**Team
Honors &
Awards**

Empire Awards Finalist, November 2013

PRSA Capital Region NY Chapter

"Newsletter" for *Crossroads* alumni publication

Empire Awards Winner, November 2011

PRSA Capital Region NY Chapter

"Annual Report" for *Horizons* institutional showcase magazine

Communicator Awards: Award of Distinction, July 2011

International Academy of the Visual Arts

"School/University Website" for www.sage.edu

Empire Awards Winner, November 2010

PRSA Capital Region NY Chapter

"Annual Report" for *Horizons* institutional showcase magazine

**Volunteer
Activities**

Alzheimer's Association of Northeastern NY (04/10 - present)

Caregivers Conference Planning Committee volunteer member

Walk to End Alzheimer's team captain

Capital District Parkinson's Support Group (11/13 - 12/16)

Volunteer officer, established cdparkinsons.org