

JACLYN MCDUGAL

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AREAS OF EXPERTISE

Advocacy, Campaign, Communications, HTML5, Media Relations, Public Affairs Professional

Conservation, Corporate, Education, Healthcare, Non-profits, Politics, Sustainability, Trade Associations, Transportation

Brand Development
Coalition Building
Event Planning
Media Relations
Strategy Development

Budget Management
Communications
Fundraising & Grassroots
Office Management
Social & Digital Media

Cause Marketing
Community Relations
HTML5 & CSS3
Project Management
Website Maintenance

PROFESSIONAL EXPERIENCE

COMMUNICATIONS 21; SENIOR ACCOUNT MANAGER, ATLANTA

2015 – 2016

SELECTED ACHIEVEMENTS

- Formulated and implemented a communications plan, media relations and crisis communications for the Partnership Against Domestic Violence and QTS data centers, colocation and managed services.
 - Developed and executed a crisis communications plan, secure media placements, managed events and executed email marketing for University House Communities, Core Property Capital and Status Solutions.
 - Drafted, edited and posted social media, press releases, blog post and created annual plans for Buckhead Community Improvement District and Gwinnett Place Community Improvement District.
 - Planned events for Southeast United Dairy Industry Association, completed monthly media reports and media tours for 20 plus communicators, created monthly newsletters and arranged webinars.
 - Facilitated interviews and secure media hits on radio, TV and national publications including *Associated Press, Data Center Knowledge, Investors Insight, Crain's, HIT Leaders and News, Mobile Daily Times, Atlanta Journal Constitution, Atlanta Business Chronicle, Investors Daily Journal, Reuters, Bloomberg* and numerous local and national hits.
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CLIENTS INCLUDE

Buckhead CID ▪ Core Property Capital ▪ Georgia CCIM ▪ Gwinnett Place CID ▪ Partnership Against Domestic Violence ▪ Status Solutions ▪ Southeast United Dairy Industry Association ▪ QTS Realty Trust ▪ University House Communities

SYNOPSIS OF TASKS

- Developed and managed needs for communications and public relation campaigns including media coverage, coalition building, community relations, grassroots outreach, social & digital media and event planning
 - Developed strategies regarding social media and communications plans including writing of press releases, by-line articles, op-eds, LTE's, white papers, editorial board memos, media advisories, tweets, Facebook post, LinkedIn content, Instagram photos, social media advertising flex targeting, blogs, photoblogs, press conferences, radio tours, satellite tours, talking points and content calendars
 - Drafted, edited monthly website, activity and social media analytical reports and drafted monthly newsletters in HTML
 - Drafted, edited posted social media for multiple clients social media accounts, boosted post and developed, engaged targeted audiences; experience in Google Analytics and AdWords
 - Managed intern program and client accounts, including budget management and oversaw account managers
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NATIONAL WILDLIFE FEDERATION; MANAGER, COMMUNICATIONS; ATLANTA

2011 – 2013

SELECTED ACHIEVEMENTS

- Formulated and implemented a communications plan for passage of the RESTORE Act by facilitating radio tours, press releases, blogs, op-eds, LTE's, virtual press conferences, press conferences, telepress conferences, social media, poll results.

- Developed and executed a communications plan to secure over 94,460,835 views for the 2 year anniversary of the Gulf oil disaster by virtual press conference with release of Gulf species report, press releases, media advisory, radio tours, social media days of action and action alerts.
- Worked with National Water team on release of Clean Water Act guidance and Clean Water Act 40th Anniversary materials including social media “fish tales” event, press releases, mini reports, blogs, op-ed placement, LTE’s.
- Worked with team to develop and implement educational activities for National Wildlife Federation’s Hike and Seek and Great American Backyard Campout programs, as well as media and social media outreach.
- Facilitated interviews and secure media hits on radio, TV and national publications including *Associated Press*, *CBS Evening News*, *MSNBC*, *The Times-Picayune*, *The New York Times*, *Tampa Bay Times*, *The Wall Street Journal*, *The Washington Post* and numerous local hits.

PROJECTS

Bristol Bay ▪ Clean Water Act ▪ Clean Water Act 40th Anniversary ▪ Great American Backyard Campout ▪ Gulf of Mexico Restoration ▪ Gulf oil disaster, settlement and trial ▪ Hike and Seek ▪ New Madrid/ St. John’s Bayou ▪ RESTORE Act

SYNOPSIS OF TASKS

- Developed and managed needs for communications and public relation campaigns including media coverage, coalition building, community relations, grassroots outreach, social & digital media and event planning
- Developed strategies regarding social media and communications plans including writing of press releases, op-eds, LTE’s, white papers, editorial board memos, media advisories, tweets, Facebook ads, banners and posts, blogs, photoblogs, press conferences, radio tours, satellite tours, talking points
- Managed assignments and budget for freelancers writers and videographers
- Controlled National Wildlife Federation’s Southeast office Twitter and Facebook accounts
- Promoted the National Wildlife Federation brand by crafting press materials and securing media coverage of the organization and coalition partners

ALLISON & PARTNERS; MANAGER, PUBLIC AFFAIRS; ATLANTA

2007 – 2011

SELECTED ACHIEVEMENTS

- Formulated a Washington, D.C. Fly-In for Healthways’ SilverSneakers Fitness Program including 36 older adults from across the nation, SilverSneakers Account Managers and Healthways executives. Participants spoke with their Representatives and lobbied Congress on the benefits of exercise and prevention.
- Managed teams nationwide to outreach to Members of Congress resulting in recurrent grassroots and grasstops hits including letters, phone calls, intercepts, letters to the editor and opinion editorials.
- Worked with team to secure over 36,000,000 media impressions for Hyundai Hope on Wheels Scholarship Fund. Rose internet traffic to website by 868 percent, increased sales in September by 161 percent, increased engagement on social media outlets by 848 percent and fan interaction by 2,701 percent, donations by individuals increased over 50 percent and donations by consumers increased by more than 1,000 percent year over year.
- Placed question during YouTube Presidential Democratic Debate and led the Partnership to Fight Chronic Disease’s 2008 Presidential Election Debate campaign which includes media, advocacy and events at all three presidential debate sites.
- Facilitated interviews and secure media hits in national publications including *The Los Angeles Times*, *BusinessWeek*, *National Public Radio*, *Chicago Tribune*.

TYPICAL CLIENTS

ARAMARK ▪ Center for Transportation and the Environment ▪ Entertainment Industries Council ▪ Global Partnership to Fight Chronic Disease ▪ Goodwill Industries of North Georgia ▪ Healthcare Leadership Council ▪ Healthways ▪ Hyundai Hope on Wheels ▪ Orbitz ▪ Pharmaceutical Research and Manufacturers of America ▪ SOS Children’s Villages

SYNOPSIS OF TASKS

- Managed clients’ needs for public affairs and public relation campaigns including media coverage, coalition building, community relations, grassroots outreach, social & digital media and event planning
- Developed strategies regarding governmental policy, brand management and media through advocacy, relationship building, lobbying and media relations

- Managed budget for clients and internal teams. Maintained, ordered and updated office supplies and equipment, including training staff on new equipment
- Promoted the Allison & Partners brand to potential clients through business development opportunities and by securing media coverage of the company and its managing partners

THE OBLANDER GROUP; CAMPAIGN, FINANCE & OFFICE MANAGER, ATLANTA

2006 – 2007

CLIENTS INCLUDE

Agricultural Commissioner Tommy Irvin ▪ Civil Justice PAC ▪ Congressman Hank Johnson ▪ Congressman John Lewis ▪ Floridians for Hope ▪ House Representative Calvin Smyre ▪ House Representative Dubose Porter ▪ Labor Commissioner Michael Thurmond ▪ State Senator David Adelman ▪ State Senator Steve Henson ▪ Supreme Court Justice Robert Benham ▪ Supreme Court Justice Carole Hunstein

SYNOPSIS OF TASKS

- Organized, planned and executed fundraising events, campaign strategy and public outreach
- Planned, assisted and executed media outreach including campaign commercials and advertisement for print, digital, radio and television, media interviews, press releases
- Executed candidate call time, database management, pledge collection and donor outreach
- Quarterly Disclosure Reports, invoicing, billing, office upkeep and oversee interns, volunteers and employees. Maintained, ordered and updated office supplies and equipment, including training staff on new equipment

MAYOR SHIRLEY FRANKLIN; Special Events Assistant and Campaign Fundraising Assistant

2005 – 2006

SYNOPSIS OF TASKS

- Developed and implemented plans to keep public up-to-date on special events and disaster procedures.
- Assisted and supported Mayor’s Office with special event permits & public awareness
- Event planning, fundraising and donor outreach
- Media outreach and digital, print and broadcast advertisement
- Organized, input and filed Quarterly Disclosure Reports. Maintained, ordered and updated office supplies and equipment, including training staff on new equipment
- Assisted with campaign strategy and outreach

INTERNSHIPS

U.S. House of Representatives; Communications Intern; Washington, D.C. 2004 – 2005

Congressman Robert “Bud” Cramer

Smithsonian Institute; Research Intern; Washington, D.C. 2003 – 2004

EDUCATION

Introduction to SQL 2020 – 2021

University of Alabama-Huntsville, College of Professional and Continuing Studies

JavaScript 2020 – 2020

University of Alabama-Huntsville, College of Professional and Continuing Studies

HTML5 and CSS 3 Certification 2019 – 2020

University of Alabama-Huntsville, College of Professional and Continuing Studies

University of South Alabama, Mobile, AL
Anthropology & Biology

SUMMARY OF INTEREST AND QUALIFICATIONS

Proficient in Microsoft Office Suite

Member of International Toastmasters

Experience in public speaking, media pitching, writing and editing press releases, bylines and op-ed’s

Experience in social media management, content calendar creation, flex targeting, analytics and Google AdWords

Training in ethnological research methods and ability to interpret and manage qualitative and quantitative data
Familiarity in conducting structured, semi-structured and unstructured interviews
Knowledge of creating and executing crisis, media and campaign plans; skilled in proposal layout and creation
PADI Advanced Open Water Diver