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Tina D. Lange

Mission:

To leverage 25 years of Marketing, Communications, Copywriting and business ownership expertise to help companies that can benefit!

Professional Qualifications:

- 25 years in marketing, communications and copywriting
- 15 years direct personnel management experience
- Senior-level experience creating, managing and execute marketing communications plans
- Owned my own public relations and marketing agency for several years

Professional Experience

Freelance Marketing/PR Consultant and Blog/Copywriter

June 2021 – Present

I provide marketing and public relations counsel, annual plans and develop content – including blogs, feature articles, social media posts, etc. – for businesses that need expert support!

Owner & Chief Strategist

Strategic Ink Public Relations & Marketing

March 2011 – May 2021

- Provided marketing, public relations and social media strategy and services to a wide variety of aerospace and defense, high-tech, non-profit, healthcare and cultural arts clients.
- Clients have included Brevard Cultural Alliance, Space Florida, Port Canaveral, SpaceX, The Florida Healthcare Coalition, Florida Tech Women's Business Center and many others.

Director of Marketing Communications

Space Florida

July 2008 – May 2011

- Managed all marketing communications, public relations and social media strategy for the aerospace economic development agency and spaceport authority of the State of Florida.
- Responsibilities included: development of strategic marketing communications plans, budget management, social media strategy, press release and speech writing, op-ed writing and pitching, website strategy, marketing collateral development, advertising, promotional item and event management.

Director of Marketing Communications**NuVox Communications****June 2006 – July 2008**

- Managed all marketing communications efforts for Florida and Atlanta markets, including sales material, employee intranet, public website, trade advertising, sports partnerships and charitable efforts.
- Executed marketing and communications budget of \$1M.
- Managed sports partnerships with the Orlando Magic/Orlando Predators
- Directed all PR and media relations efforts in Florida/Georgia markets.
- Executed major communications strategy tied to summer 2007 merger and acquisition activity.
- Managed Florida-based marketing staff.

Sr. External Communications Specialist**The Boeing Company (Kennedy Space Center, FL)****June 2003 – January 2006**

- Managed all external communications and media relations efforts for Boeing activities based in Florida (Space Shuttle, International Space Station, Delta Rocket Programs).
- Developed integrated communications plans and provided strategic public relations counsel to Boeing executives.
- Served as a company spokesperson with media.
- Served as on-air news anchor for NASA TV.
- Conducted media and crisis communications training services.
- Wrote news releases, bylined executive articles, facilitated media familiarization tours, press conference, satellite broadcasts and other events.
- Served as company spokesperson to Florida and trade media.

Manager of Market Development***FLORIDA TODAY* Newspaper****March 2000 – June 2003**

- Managed all News, Circulation and Online marketing and promotional efforts for this 100,000+ circulation daily Gannett newspaper.
- Managed the newspaper's community relations efforts, grant/in-kind committees, graphic design and Marketing Communications staff.
- Served as a spokesperson and speechwriting for *FLORIDA TODAY* events.
- Led Marketing Communications team in promotional efforts and campaigns tied to branding, new section/product launches, weekly publications, floridatoday.com and new subscriber acquisitions.
- Managed internal budgets and outside marketing-related expenses.

Education:

- University of Colorado, B.A. Communications
- Accredited in Public Relations (APR)
- Licensed Realtor

References:

Can provide a wide variety of personal/professional references if requested.