

# DEBORAH DWYER

## ABOUT ME

Communications professional with **20+ years of experience** in marketing, advertising, public relations, corporate and nonprofit communications, journalism and media relations. **Strategic thinker** able to create **comprehensive business plans** from the research phase to the measurement of tactics individually or leading a team. **Cogent writer and editor** skilled at crafting compelling messages. **Creative** graphic designer with an understanding of the integral relationship between visuals and written content. Unique balance of creativity and **business sense** ensures projects are effectively executed **on target** and **within budget**. Extensive **technology** skills, including use of **social media** management software, website and intranet content management systems, and customer relationship management platforms. **Personable** yet professional work style creates a comfort level working with any level within an organization. Passionate **leader** with the ability to engage, motivate and cultivate staff. **Creative problem solver** who **delivers results** and **exceeds expectations**.

## CORE COMPETENCIES

### Communications

Versatile communicator with ability to write/edit effectively for a variety of audiences and mediums • Experienced in news writing, B2B and consumer marketing/advertising, speech and grant writing, and writing for the web • Thorough understanding of news media and public relations

### Creativity

Ability to creatively communicate to internal and external audiences using words and visuals • Able to develop fresh approaches to creative needs • Fresh approach to branding

### Strategic and business planning

Skilled planner including development of business plans and tactics to meet business goals • Successful application of financial concepts and budgeting skills

### Leadership and personnel management

Reliable professional consistently selected to lead key initiatives • Commitment to successful personnel management and continuous improvement of leadership skills • Ability to work effectively both individually and collaboratively • Excellent training skills

### Technology

Expert software knowledge including Microsoft Office and professional graphic design programs including Adobe InDesign, Photoshop and Illustrator • Experience in website/intranet design/administration • Ongoing study of social media • Successful problem solving using technological solutions

## WHAT OTHERS SAY

### Jerry Jensen • Supervisor

“Deborah is a wonderfully bright and engaged professional with an abundance of good ideas. She is exceptionally creative and has the ability to produce an abundance of work within tight time requirements. Deborah actively participates in planning and is quick to connect the dots.”

### Anneliza Humlen • Business Partner

“Deborah is a true marketing visionary with a gift of being able to see and balance high-level strategic issues with that of pragmatic marketing realities.”

### Richard White • Colleague

“Deborah is very passionate regarding communications and will not settle for less than her best and yours.”

### Seth Seymour • Employee

“If I had to pick one communicator to emulate, it'd be Deborah Dwyer. Like countless others, I have infinite respect for Deborah. I'm a better communicator today because of her.”

### Teletha McJunkin • Employee

“Deborah is both an excellent manager and a highly skilled professional in her field—a combination that is hard to find. She keeps the big picture in mind with a focus on the details, which ensures the work gets done in accordance with the strategic direction of the organization.”

Read more  
on LinkedIn

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF MARKETING

June 2015 – July 2016

#### The Chattanooga Times Free Press

Support objectives of driving revenue and enhancing the company brand by planning, directing and executing marketing efforts related to advertising, circulation, editorial, online products and magazine division. Responsible for planning and execution of seven large-scale community events.

### DIRECTOR OF MARKETING AND COMMUNICATIONS

June 2014 – May 2015

#### Video Gaming Technologies

Lead MarCom efforts for gaming manufacturer with 650 associates in the United States and Mexico. Responsibilities include branding, corporate marketing, product marketing, corporate communications and media relations. Managed a team of five associates and serve on the Senior Management Team. Led communications efforts related to acquisition of the company by an international gaming manufacturer. Offered permanent position after serving for eight months as full-time consultant.

### FREELANCE MARKETING CONSULTANT

September 2012 – June 2014

### PUBLIC RELATIONS SUPERVISOR

#### EPB

October 2011 – September 2012

Raised public awareness and helped increase market penetration for municipal electric power company offering fiber-to-the-home services (video, phone and Internet) to the Chattanooga area. Responsible for public relations efforts, including daily media relations and during power outages that could affect up to 170,000 customers. Led a team of four employees. Ultimately responsible for website and intranet content, e-communications, social media and management of outside ad agency. Assisted VP with marketing strategy.

### DIRECTOR OF MARKETING AND COMMUNICATIONS

#### Siskin Children's Institute

May 2007 – October 2011

Led and successfully executed a multi-phase rebranding campaign that increased media exposure, community awareness and fundraising success for the organization. Developed strategy and executed tactical components of all external communications initiatives, including marketing, media relations, executive communications and public relations. Managed a team of three staff members. Managed online initiatives including e-communications and social media efforts. Led the initiative to begin tracking and analyzing organizational outcomes, resulting in data-driven reporting for publicity, fundraising efforts and continuous improvement. Served on executive team reporting directly to president.

### ADJUNCT COMMUNICATIONS PROFESSOR

#### The University of Tennessee at Chattanooga

August 1998 – May 2006

Developed and taught media writing and graphic design courses for the Communication Department.

### EDITORIAL & FIELD COMMUNICATIONS DIRECTOR

#### Unum

June 2002 – October 2004

Led a team of eight copywriters responsible for all marketing collateral content. Led components of the company's first national advertising campaign, including direction of television commercials, and writing print ads and radio spots. Responsible for marketing initiatives for 35 sales offices nationwide. Liaison to senior executives for corporate and financial communications.

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## PROFESSIONAL EXPERIENCE

(CONTINUED)

### OWNER

#### Pen 'N Ink Creative Services

March 2001 – June 2002

Provided freelance marketing, public relations and communications services to local and regional clients.

### MANAGER OF COMMUNICATIONS

#### The Krystal Company

September 1998 – March 2001

Managed communication strategy and initiatives for restaurant chain with approximately 400 locations in the Southeast. Served as editor-in-chief of news magazine for employees, management and franchisees. Responsible for drafting procedures and maintaining more than six procedural manuals. Developed relationships with reporters of local and national media outlets. Produced and coordinated communication training initiatives, including serving as workshop instructor in advanced development workshops.

A FULL EMPLOYMENT TIMELINE IS AVAILABLE ON LINKEDIN.

## REFERENCES

#### Patti Frierson

Former Board Chair, Siskin Children's Institute  
423.400.5755 • friersonpatti@gmail.com

#### Jerry Jensen

Former president, Siskin Children's Institute  
816.797.7625 • jerryjensen15@aim.com

#### Lisa Nausley

Owner, Sandler Training  
423.316.8848 • linausley@sandler.com

#### Ward Petty

Former Board Chair, Siskin Children's Institute  
423.668.5411 • ward.petty@gmail.com

#### Danna Bailey

VP of Corporate Communications, EPB  
423.802.9549 • baileydk@epb.net

#### MC Guenther

Director of Corporate Communications, Unum  
423.294.6108 • mguenther@unum.com

#### Dan Summerlin

Director of Corporate Relations, CBL Properties  
423.653.3220 • dan\_summerlin@cblproperties.com

#### Seth Seymour

Former employee, Siskin Children's Institute  
614.330.7008 • seth.seymour@gmail.com

## EDUCATION

Master of Arts in Journalism, 2008  
The University of Memphis

Nonprofit Management Series certificate, 2011  
United Way's Center for Nonprofits, Chattanooga, Tenn.

Leadership Chattanooga graduate, 2010

Bachelor of Arts in Communication, Cum Laude, 1995  
The University of Tennessee at Chattanooga

## PROFESSIONAL AWARDS

Lookout PRSA Incline Awards

- Annual Report—Nonprofit
- Honorable Mention, External Video

MarComm Awards

- Gold Award, Newspaper Coverage
- Platinum Award, Rebranding Campaign
- Honorable Mention, Nonprofit Video

MarComm Gold Awards

- Nonprofit Video
- Nonprofit Annual Report

Goodwill Industries International Awards

- Winner, Best Feature Article
- Winner, Best Radio Spots

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