

## Ann M. Rosenthal

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**Summary:** Public Relations Coordinator and social marketer with over eight years of combined experience in program development, community outreach, public relations, and human resources in both the for-profit and nonprofit sectors. Proactive manager and team builder committed to meeting organizational goals while maintaining the highest level of customer service. Experienced in data collection and analysis, strategic planning, and creative problem solving. Enjoys learning new skills and easily adapts to a dynamic work environment.

### Education and Professional Certifications

Master of Arts Management May 2007  
Carnegie Mellon University, Heinz College, School of Public Policy and Management, Pittsburgh, PA

Bachelor of Fine Arts, Cum Laude, Ceramics May 2005  
Edinboro University of Pennsylvania, Edinboro, PA

### Professional Experience

Chautauqua Tapestry, Chautauqua County Department of Mental Hygiene, Mayville, NY

*Public Relations Coordinator* September 2014 - Current

- Oversees marketing to promote local mental health services and supports for youth and families in Chautauqua County
- Designs culturally responsive social marketing campaigns for community outreach and awareness efforts
- Promotes support groups, coalitions, community forums, and other special events through press releases and media contacts
- Supports local partner agencies and organizations through public health campaigns, promotions, and outreach initiatives
- Coordinates fundraisers and special events to educate the public, reduce stigma, and to raise funds for local efforts in promoting mental health, suicide prevention, and preventing and treating substance abuse: *Dwyer Gala, Glow Your Mind 5K, Hope & Healing for Chautauqua, Jamestown Out of the Darkness Walk, Be The 1 To Reach Out a Hand: Suicide Prevention Week, Green Ribbon Gala* for partners including the Community Alliance for Suicide Prevention, Chautauqua PFC Joseph P. Dwyer Peer to Peer Program, and Family Peer Support Services Of Chautauqua

Whole Foods Cooperative, Erie, PA

*Human Resources Manager* October 2012 - July 2014

- Published announcements for open positions, screened applicants, and scheduled interviews for hiring managers
- Developed and updated training resources for employee orientation and staff development opportunities
- Reviewed and drafted new employment policies and procedures, job descriptions, and other organizational materials
- Counseled and assisted supervising managers on performance reviews, disciplinary actions, and employee relations
- Advised management on applicable laws and best practices relating to hiring, benefits, compensation, and termination
- Guided implementation of employee health insurance benefit renewal in compliance with the Affordable Care Act
- Participated in safety inspections, maintained OSHA forms, and created hazard communication policy for employees

Girl Scouts Western Pennsylvania, Edinboro, PA

*Manager, Educational Programs* November 2010 - October 2012

- Ensured the development and delivery of ongoing educational programs targeting at-risk and/or underserved girls
- Traveled within 13 counties in Northwest Pennsylvania to build relationships with community partners
- Recruited, hired, trained, and managed eight to ten casual staff assigned to deliver educational programming
- Developed staff with knowledge and resources to achieve successful results to meet program goals and objectives
- Tracked budgets and maintained grant information for programs in region
- Directed specialized programs including LEGO robotics teams and Leaders In-training For Tomorrow (LIFT) troops
- Developed and reviewed science and math programs that address the needs of underserved girls

Girl Scouts Western Pennsylvania, Edinboro, PA

*Leadership Facilitator, Part Time* February 2010 - October 2010

- Facilitated weekly LIFT sessions with at-risk girls to promote leadership and service to their community
- Coordinated with school administration, community members, and GSWPA staff to implement the LIFT program
- Planned outings and guest speakers for LIFT participants, including camping trips and conferences in Pittsburgh
- Reported program information and outcomes for grant reporting
- Maintained official rosters, LIFT budget, and other organizational paperwork
- Led girls in Girl Scout educational programs including healthy living, reading, and math and science lessons
- Organized robotics teams to compete in LEGO Robot League tournament

Elliott Marketing Group, Pittsburgh, PA

*Data Analyst* June 2007 - June 2008

- Imported, cleaned and updated client data for analysis
- Constructed segmented direct mailing lists specifically tailored for client's campaigns and desired demographics
- Generated reports to reflect patron response to client mailings

Carnegie Museum of Natural History, Pittsburgh, PA

*Marketing and Public Relations Intern*

April 2007 - May 2007

- Researched content for *Dinosaurs in Their World* exhibit media packet

Heinz College, Carnegie Mellon University, Pittsburgh, PA

*Internet Strategies for Creative Enterprises Teaching Assistant*

January 2007 - March 2007

*Database Theory and Practice for Creative Enterprises Teaching Assistant*

March 2007 - May 2007

- Led class labs in HTML, CSS, Dreamweaver, Jasc Paint Shop Pro, and Microsoft Access
- Kept regular office hours to give students assistance on lab work and homework assignments
- Assisted instructor with updating information online and communicating with students enrolled in class

## Relevant Experience

TransFamily NWPA

*Board Member, Vice President*

2018 - Current

- Provides support and advocacy to transgender community of Northwest Pennsylvania
- Serves on Marketing and Special Events Committee

PACA

*Stage Manager, Volunteer*

2014 - Current

- Creates and finds props and stage decorations and builds sets for stage productions including: *Death and the Maiden* (2014), *A Shayna Maidel* (2015), *Rocky Horror* (2015, 2016, 2017), *Silence! The Musical* (2017), *Art* (2018)

Lisa Austin Mayoral Campaign

*Social Media Manager*

March - May 2017

- Managed Lisa Austin for Mayor social media and email marketing accounts
- Assisted with campaign messaging and debate preparation

Professional in Human Resources (PHR) Certification

June 2014 - June 2017

CASA Chautauqua County, Inc.

*Board Member*

2014 - 2016

- Reviewed policies and finances for administering program and services that promotes awareness and growth
- Chaired marketing committee to promote agency fundraisers and other events
- Volunteered at awareness and fundraising events to support the mission of the organization

Social Marketing: Changing Public Behavior for Good

*Cascade Executive Programs, Evans School of Public Affairs, University of Washington*

March 2015

- Two-day course on the social marketing planning process and strategies to encourage positive behavior changes

Greening Vacant Lots for Pittsburgh's Sustainable Neighborhood Revitalization

Master's Capstone Project, Carnegie Mellon University, Pittsburgh, PA

*Team Member & Financial Officer*

September 2006 - December 2006

Client: The Mayor's Office of Pittsburgh

- Researched environmentally friendly strategies for developing vacant lots especially the use of public art
- Interviewed local community leaders to examine their perspectives on vacant lot issues
- Editor and contributor to *Vacant to Vibrant: A Guide for Revitalizing Vacant Lots in Your Neighborhood* workbook
- Contributed to policy recommendations and a final report which were in turn presented at a public media event

## Additional Skills

- Web and tech Savvy including HTML, CSS, and website design
- Expert in Microsoft Office with a focus on Word, Excel, and Publisher
- Social Media and Email Marketing: Facebook, Instagram, Twitter, MailChimp, and Constant Contact
- Adobe Suite