

MARCIA PURDAY, APR

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SUMMARY

Result-oriented accredited public relations leader with experience with a Fortune 100 telecommunications company, international manufacturing companies, an accredited with distinction state chamber of commerce, universities, K-12 schools, nonprofits, marketing/public relations agencies and government organizations. Proven success in creative problem solving and teambuilding. Ethical, committed, focused, flexible.

KEY ACCOMPLISHMENTS

University of South Carolina, Columbia, SC Adjunct Professor

08/2014 – Present

I have taught the following courses: JOUR 599, Advanced Special Topics (Fundamentals in Google Ad Certifications), JOUR 531, Public Relations Campaigns, JOUR 517, Integrated Communications Campaigns Strategy; JOUR 416, Creative Strategy to Execution, JOUR 330, Advertising and Brand Communications Speakers Series

- Received Two Thumbs Up award from USC for making a significant difference in the experience of a student with disabilities.

NP Strategy, Columbia, SC Consultant

05/2009 – Present

Began a freelance career as Purday Communications in June 2009 and joined NP Strategy in January 2012 as a Senior Communications Advisor. My responsibilities have included strategic communications planning and tactical implementation of programs including community relations, media relations, stakeholder relationships, event management, marketing, crisis communications, sustainability promotion, issues management, and speech writing. Following are some examples of accomplishments:

- Created a crisis communications plan for an international chemical company so the company would be prepared to respond promptly and accurately with multiple target audiences in the event of an emergency.
- Developed communications strategy and key message points to communicate the shared vision and goal for hospital merger with employees, the community, the media and other stakeholders.
- Edited and distributed a monthly newsletter, promotional e-mails, and Web site for a national non-profit organization.
- Serviced and launched a sustainability website for a \$3.6 billion international global manufacturer, so their customers had a one-stop shop when looking for sustainable packaging solutions that reduce environmental impact.

South Carolina Chamber of Commerce Vice President – Communications and Public Relations

06/2006 – 04/2009

Responsibilities include formulating and implementing the overall strategic communications plan to achieve the Chamber's mission, legislative success, and membership growth by evaluating public attitudes, managing and protecting the Chamber's brand reputation, managing the Chamber's grassroots program, ensuring policies and procedures match membership interests using new media (digital) to effectively deliver messages, implementing a comprehensive media campaign, and developing marketing campaigns. Also, responsibilities include acting as a consultant to the Chamber senior staff, managing four individuals and a \$550,000 budget.

- Developed and implemented a strategic communications plan for the Chamber's 2008 Competitiveness Agenda resulting in broad media coverage, the passage of most the Chamber's legislative agenda items and more than \$510 million of savings to businesses.

- Developed an electronic media strategic plan and supervised the development of a new weekly electronic newsletter that was distributed to 12,000 members, a monthly electronic newsletter targeted to manufacturers, a Facebook site, and a Twitter site.
- Launched a new, interactive, multimedia Website, which provided information about the Chamber, addresses key issues facing the state, features stories about members, and highlights information about the state of South Carolina. Within the first two months of launch, the number of unique visitors increased 28 percent, the number of page views increased 40 percent, and the number of visitors per month increased 59 percent to more than 11,000.
- Oversaw the agency planning and contracting to sell advertising for publications and the Website, to design a bi-monthly magazine and to conduct a communications audit with the Chamber's internal and external audiences.
- Streamlined Chamber publications from a newspaper, annual magazine, and printed membership directory into a profitable four-color magazine that focuses on the six economic drivers the South Carolina Chamber identified to achieve the mission of increasing the state's per capita income.
- Developed and managed a \$550,000 marketing and advertising budget.

BellSouth State Headquarters, Columbia, SC
Director – Corporate and External Affairs

08/1986 – 05/2006

Responsibilities include developing and implementing media relations strategies, crisis communications management and continuity of service planning, community relations strategies, event planning and implementation, grassroots efforts, internal communications, speechwriting, promotional items program, managing a \$250,000 supplemental advertising budget, advising regulatory and legal on communication strategies, economic development, inclusion training, and counseling to numerous philanthropic organizations.

- Developed media relations strategies for issues such as phone deregulation, competition, service rates, area code expansion, Communications Workers of America contract negotiations, etc.
- Developed and implemented crisis communication strategies for issues such as the Graniteville train crash, cable cuts, anthrax threats, hurricanes, ice storms, etc.
- Developed communications strategy for the FIRST Robotics Competition and Project Lead the Way resulting in more than \$200,000 in media placements through the South Carolina Broadcaster's Association. Led collaborative efforts between the Palmetto FIRST Robotics Regional Competition Planning Committee: BellSouth, the BellSouth Education Foundation, the South Carolina Department of Education, the University of South Carolina College of Engineering and Computer Science, and FIRST in Manchester, NH.
- Directed the award winning SCINET K-12 Technology in the Schools promotion and educational programs with the Governor's office, the Budget and Control Board, SCETV, the South Carolina Department of Education, and local school districts. Oversaw contracting and agency planning with Newman, Saylor and Gregory, (1996-1998).
- Developed and managed the award-winning South Carolina African-American History Calendar program. Worked with the South Carolina Department of Education, WIS Television, SCETV, and The State Newspaper in developing materials to support school curriculum. Contracted with an outside marketing firm to develop a website featuring the honorees. (Program founded in 1989.)

BellSouth Advertising and Publishing Company
Sales Representative

01/1984 – 08/1986

- Responsibilities included selling advertising in the Real Yellow Pages, creating ad campaigns to meet client needs, and customer complaint resolution.

EDUCATION

Masters of Business Administration, Darla Moore School of Business, University of South Carolina, 2001
 Bachelor of Arts, College of Journalism and Mass Communications, University of South Carolina, 1983

PROFESSIONAL ORGANIZATIONS

Accredited Public Relations Practitioner (APR) with the Public Relations Society of America

RELEVANT SKILLS

- Strategic planning
- Community relations
- Employee communications
- Media relations
- Crisis communications
- Integrated Marketing Communications
- Social media and monitoring
- Website development
- Government relations
- Advertising
- Marketing
- Education relations
- Conference & event planning
- Speech writing & public speaking
- Branding
- Communications leadership
- Inclusion (Diversity)

LEADERSHIP ROLES

- University Medical Associates – Medical University of South Carolina, Board of Directors, January 2007-2013
- University of South Carolina School of Journalism and Mass Communications Partnership Board, Board of Directors, 2004 – 2010
- South Carolina Governor’s School for the Arts Foundation Board, Board of Directors, 2003 – 2007
- South Carolina Broadcaster’s Association, Board of Directors, 1998 – 2006
- Batesburg-Leesville Chamber of Commerce, Board of Directors, 2004 – 2006
- Girl Scout Council of the Congaree Area, Inc., Board of Directors, 2005 – 2006
- Leadership South Carolina, 2004 Graduate
- Indian Waters Boy Scouts Council, Public Relations Chairman, 1998 – 1999
- Public Relations Society of America – Southeast District
 - Southeast District Chairman, 2000
 - Southeast District Secretary, 1998
- Public Relations Society of America – South Carolina Chapter
 - Assembly Delegate, 1995-97, 2008 - 2010
 - President, 1994
 - Vice President, 1992-93
 - Treasurer, 1991
 - Secretary, 1990
 - Founder and past chairman of the statewide Mercury Awards program, 1989
 - Board of Directors, 1988-89
- Help Line of the Midlands
 - President, 1996
 - President Elect, 1995
 - Vice President, 1994
 - Secretary, 1993