

J. DELAIN CLARK

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Objective

Working in local government since 1999, I have established an extensive knowledge of and experience in event coordination, marketing, public relations, and program development and management. My objective is to obtain a position which utilizes my skills and experience, while offering new challenges and opportunities.

Summary of Skills & Qualifications

Project Management

- Planned and executed over 70 special events including large community events, galas, and groundbreaking, dedication and ribbon cutting ceremonies. Events ranged in size from 15 attendees to over 750 attendees. Responsibilities included site selection, logistics management, contracting necessary service providers (rental equipment, catering, décor, entertainment, audio/visual, etc.), marketing and promotional efforts, day-of event execution, etc.
- Administered departmental budgets exceeding \$350,000, including budgeting and accounts payable/receivable, ensuring that objectives and goals were met on time and within funding constraints.
- Developed and implemented numerous comprehensive public programs. Activities included identifying needs, forming concepts and program implementation including the establishment of policies and procedures, logistics coordination and marketing campaigns.
 - Existing Business Program to increase communication between the local government and over 400 businesses. Program includes surveys of and interviews with local business owners.
- Researched grant opportunities, submitted applications to granting agencies, and provided interim and final reports. Obtained \$525,000 in grant awards during first half of 2008.
- Developed administrative procedures, membership database, and funding/expenditure reporting methods for non-profit foundation.
- Developed two organizational strategic plans in conjunction with citizen committees, elected officials and internal staff.
- Established and managed a historic site rental program that was created to generate revenue in an effort to produce a partially self-supporting preservation program. Responsibilities included:
 - Generation of new sales through proactive promotion and marketing efforts. Internet and printed advertising placement, promotional displays at expos and events, direct mail, and partnerships with local event industry businesses were some of many methods used to generate leads.
 - Establishment of all policies and procedures including creation of contracts utilized and establishment of fee structure.
 - Rental logistics management and coordination throughout entirety of all events.
 - All administrative functions including contracts, invoicing and payments.

Public Relations/Marketing

- Developed, implemented and managed the marketing and promotional efforts of four public agencies.
- Served as spokesperson and primary media contact for four public agencies and established proactive media relations strategies to increase positive publicity. Strategies included development of press releases, press kits, media events, etc.
- Developed standards, procedures and policies, performed content updates and managed the daily operations of a government Web site.
- Developed and distributed collateral material and promotional printed pieces including newsletters, flyers, direct mail, brochures, etc.
- Developed television programs and commercials/PSAs in collaboration with department videographers.
- Prepared and utilized promotional displays and exhibits at expos and community events.

Communication

- Composed remarks and speeches for elected officials and executive staff.
- Offered consultation to Board members and executive staff on agency issues.
- Delivered presentations to groups including college/educational classes, community and civic organizations, and internal boards and committees.
- Coordinated, facilitated and directed committees consisting of elected officials, executive and support staff and the general public.
- Generated and presented reports including the interpretation and analysis of technical information.
- Analyzed and developed strategies to address deficiencies and issues with Board functionality.
- Conducted crisis communication to ensure accuracy of reported information and maintain stability of messaging.

Personnel Management

- Supervised staff including three interns, two contractors and one full time employee. Performed recruitment functions, assignment and review of work, and performance evaluations.

Collaboration

- Served in an advisory capacity and provided consultation to staff and elected officials on strategies and programs.
- Coordinated marketing and operational efforts with state, regional and other local public sector agencies and organizations.
- Represented multiple public agencies on local, regional and statewide organizations.
- Developed local initiatives and strategies in conjunction with local Convention and Visitors Bureau and Chambers of Commerce.
- Collaborated and performed as part of a team on numerous internal subcommittees including IMAP Team (Internet, Marketing, Advertising and Public Relations), Crisis Management and Response Team, Budget Task Force, Information Technology Task Force and New Employee Orientation Task Force.

Work Experience

- 4/2009 – Present: Administrative Assistant, Department of Economic Development
Dorchester County Government (Summerville, South Carolina)
- 12/2007 – 4/2009: Assistant Director, Department of Economic Development
Page County Government (Luray, Virginia)
- 07/2007 – 12/2007: Marketing Coordinator, Community Planning and Development Department
City of Savannah (Savannah, Georgia)
- 11/2004 – 07/2007: Events Coordinator, Historic Preservation Division
Prince William County Government (Prince William, Virginia)
- 8/2003-11/2004: Acting Public Relations Manager
Prince William County Park Authority (Manassas, Virginia)
- 1/2002 – 8/2003: Public Relations Assistant
Prince William County Park Authority (Manassas, Virginia)
- 7/2000 – 1/2002: Public Relations Assistant
Prince William County Government (Prince William, Virginia)
- 8/1999 – 7/2000: Secretary, Board of County Supervisors
Prince William County Government (Prince William, Virginia)

Education

- 2004 George Mason University Fairfax, Virginia
Area of Study: Communication
Transferred to George Mason University with a 3.68 GPA. Completed Communications 250-001: Communications Research.
- 2000-2003 Northern Virginia Community College Woodbridge, Virginia
Area of Study: Public Administration
Completed courses including English 111, English 112, Public Administration, Business 100, Public Personnel Management and Marketing 101.

Professional Training

- Hospitality Operations Certificate (American Hotel & Lodging Association Educational Institute, in progress)
- New Media (Virginia Economic Developers Association Conference, March 2008)
- Corporate Event Planner Certification (Event Solutions Institute, August 2004)
- Coaching, Mentoring and Team Building (Rockhurst University, February 2004)
- Media Relations, Public Relations and Marketing Seminars (International Association of Amusement Parks & Attractions, November 2003)

References

Furnished Upon Request.