

PAMELA JOAN GARLICK

4308 37TH STREET NW | WASHINGTON, DC 20008 | 202.441.5910

PAMELAGARLICK@GMAIL.COM | See samples at PGARLICKCOMMUNICATIONS.COM

Personal Summary

- Experienced marketing communications professional with proven success leading corporate, government, and nonprofit communications across various distribution channels
- Strong record of raising organizational profiles, cultivating partnerships, and increasing constituent participation
- Mastery of oral communications, writing, and visual design
- Exemplary interpersonal and relationship building skills with colleagues and clients

Project Management	Creative Team Leadership; Vendor Management
Marketing Strategy & Campaign Development	Content and Narrative Development
Branding & Rebranding, Positioning	Adobe Creative Suite; Website Development
Public & Media Relations	Event Planning & Oversight
Problem-solving; analytical; metrics-driven	Email Marketing

Professional Experience

Independent Consultant, Washington, DC | 2010-Present

During this period I earned a Masters in Communications at Johns Hopkins University, with coursework in behavior change communications, digital strategy, cause marketing, and corporate responsibility.

- **JusticeAid ('13-18)** Creative manager for nonprofit that promotes justice causes through educational and arts events in DC, NYC, and New Orleans. Work with the Board, beneficiaries, and the media to inspire social action and philanthropy using compelling creative and issues-driven publications, email, and social media. Currently rebuilding JA's next-generation web presence.
- **KL Associates ('15-18)** Marketing consultant to a minority real estate development and property management company. Working to position KL as an established family business at home in a diverse and changing neighborhood. Copywriting, graphic design, social/email marketing, micro sites, signage, etc.
- **Law Students in Court ('14-18)** Communications director for nonprofit that trains law students to represent the rights of the District's underserved. With legal/development staff, created case narratives, blog content, direct mail, media outreach, alumni surveys, interviews, web content, social media, and events. Oversaw fundraisers with proceeds of \$100+K.
- **Elifant Archaeo-Culinary Tours ('17)** Marketing plan, audience profiles, and messaging for niche Italian touring company. Designed creative brand platform and templates.
- **American Gene Technology ('17)** Brand positioning and strategy for a pre-clinical stage biotech company. Three-month project entailing stakeholder interviews, competitor analysis, and communications audit that yielded insights and a findings report with recommendations.
- **East Branch Homes ('16-18)** Strategic communications counsel to a leading New England builder's expansion into a new venture of affordable net-zero prefab homes. Advised client on thought leadership, editorial placements, earned and social media, and creative concepts.
- **The Design Channel ('15-16)** New business proposal development and presentation.

- **Internet Education Foundation ('15)** Internet safety mobile app, funded by Verizon and Google. Managed team of developers, categorized and copyedited Internet "tips" database, beta tested and wrote launch materials.
- **Novo Nordisk ('10-13)** Data-driven research publications focused on diabetes prevalence and forecasting using Census and publicly available health data. Materials used to inform policy debate and advocate for research and state funding.

Senior Manager, Communications Practice, Avalere Health, Washington, DC | 2004-2009

Nationally recognized consulting firm specializing in strategy, policy, and data analysis for life sciences, health plans and providers.

- Monitored industry for trends and ideas that could be turned into thought leadership content.
- Worked with subject matter specialists to execute new media products for our clients: educational videos, websites, live/virtual meetings, data visualizations, interactive maps, publications, etc.
- Played a key role in the firm's re-naming/identity, Intranet launch, and publicly-facing website.
- Client relations, proposals, budgets, timelines, RFP/contracting, creative development, metrics.

Public Information Officer, Department of Libraries, Arlington County (VA) | 2000-2004

- Professionalized a fledgling communications unit with workflow procedures and a marketing plan that promoted the joy of reading and connected a culturally diverse citizenry to the libraries' collections, public programs, and technology services.
- Member of the County Manager's communications team on "Walk Arlington," "Live, Work, Play," "Let's Get Reading," the County Fair, green, and small business initiatives.
- Served on the search committee and review team for the County's brand platform and website redesign.

Account Supervisor, The Design Channel, Washington, DC | 1995-1999

- New business development and client services focused on marketing communications, visual identity, and annual reports in the technology, banking, and nonprofit sectors. Responsible for prospect database, pitch presentations, and day-to-day account management.

Education / Affiliations

- Johns Hopkins University, Baltimore, MD – MA Communications
- Franklin and Marshall College, Lancaster, PA – BA European Studies
- Coursework at General Assembly, New School for Social Research, School for Visual Arts
- Member, American Marketing Association and American Institute of Graphic Arts
- Volunteer: DC Public Schools, Jelleff and Arlington Soccer Associations, TedX DC

Skills

- Proficient in French and working knowledge of Spanish
- Microsoft Office, Adobe Creative Suite, email marketing, social media platforms, content management systems (CMS), Hootsuite, Lexis Nexus, customer relationship management (CRM), AP/MLA style, Squarespace, Wix, basic Wordpress programming