

SHERRY LONG

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www.sherry-long.com www.linkedin.com/in/slong9874

Versatile media professional with demonstrated experience in writing, graphic arts, public relations, multimedia, and online communications engagement

SUMMARY OF QUALIFICATIONS

- Increase donations and revenue from communication, outreach, planning, and events
- Strategically plan and implement SEO/SEM, digital marketing, and CMS strategies
- Develop and foster a network of government, college, business, and media contacts
- Analyze metrics outreach using Google Analytics
- Produce news/feature videos

PROFESSIONAL HISTORY

*Public Relations Consultant, **Grove Oak Media**, Nationwide*
Feb. 2018 – present

- Planned then successfully executed events – handling promotions and logistics
- Strategically created and implemented (earned/paid) social media postings
- Wrote press releases, media advisories, talking points
- Designed literature for online and print distribution
- Media relations training

*Public Relations Specialist, **Massena Memorial Hospital**, Massena, NY*
Feb. 2017 – Feb. 2018

- Promoted new online healthcare encyclopedia. Unique page views topped 4,500 in 6 mos.
- Developed written, digital, and multimedia content for internal, external and digital distribution
- Initiated “Ask the Doctor” preventive health care seminars resulting in 43% increase in doctor office visits
- Served as Auxiliary liaison to assist them in raising \$30,000 through fundraisers
- Social media engagement rose 4.5 % in a year

*News Promotion Asst., **University of North Texas**, Denton, TX*
Sept. 2015 – May 2016

- Interacted with 8 campus Sr VP officials to shot and produce conference video
- Pitched news stories to local and regional news media with a 30% success rate
- Facilitated community engagement during marketing outreach events
- Created daily email newsletters sent to campus-wide community
- Wrote press releases, media advisories and social media postings

*Media Specialist Partner, **One Mission**, Dallas-Ft. Worth, TX*
Feb. 2014 – April 2015

- Increased brand recognition of multi-pediatric cancer fundraiser as it expanded into the DFW market raising more than \$100,000
- Three DFW TV stations, *Dallas Morning News*, *Ft. Worth Star-Telegram* covered event
- Social media outreach resulted in more than 6% engagement during the campaign

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Communications Associate, Bobby for Dallas City Council, Dallas, TX

Feb. 2013 – June 2013

- Increased brand awareness which enabled him to receive 26% of the vote in a seven-candidate election and 45% of the vote in a 2-candidate run-off race
- Wrote phone call and walking scripts. Monitored the effectiveness of these scripts
- Trained field organizers on how to interact with potential voters

Communications Associate, McCracken for PA House, Clearfield, PA

Aug. 2012 – Nov. 2012

- Designed print and digital flyers, handouts, memes and other literature using InDesign
- Planned, scheduled and successfully coordinated press conference and fundraisers
- Prepared candidate for debates and interviews
- Grew Facebook audience by more than 53%

Communications Coordinator, Sustainable Living Project, St. Lawrence County, NY

March 2011 – June 2012

- Facilitated the Campus Sustainability Summit hosted by State Assemblywoman Russell
- Secured regional media coverage for a documentary film screening and festival
- Designed flyers, handouts and other literature using InDesign

News Reporter, The Times Leader, Wilkes-Barre, PA

Feb. 2007 – Feb. 2011

- Secured an exclusive interview with Pres. Obama and VP Biden during '08 campaign
- First print reporter to incorporate video production with my daily news stories
- Used HTML and CMS to update newspaper's website with breaking news

EDUCATION

Loeb School of Communications, Manchester, NH

Continuing Education Certificates (Public Relations/Marketing & Videography), April 2019

University of North Texas, Mayborn School of Journalism, Denton, TX

Masters of Journalism, Strategic Communications, May 2016

Sam Houston State University, Mass Communications, Huntsville, TX

B.F.A., RTV/Broadcasting - Journalism, 1998

MEMBERSHIPS

Public Relations Society of America PRSA Jan. 2014-present

SKILLS

- Online Analytical tools • AP Style • Media Relations • WordPress • Microsoft Office XP
- Adobe Master Collection CS • Digital SLR and HD video cameras • Cision • Meltwater

CERTIFICATIONS

Strategic Public Relations Certificate, May 2016, *University of North Texas*

Google Analytics Jan. 2019 – Jan. 2021