



COMMUNICATIONS SPECIALIST

OFFERINGS

Well-rounded business sense matched with creative communications skills. Adaptable writer, content developer and senior project manager. Ability to create and deliver effective multimedia messaging tools that further objectives. Attentive to details, deadlines and budget. Confident in corporate to non-profit and collegiate environments. Client satisfaction track record exceptional. Multidisciplinary approach to serving client needs. Analytical, trouble-shooting skills excellent. Contribute as team player or in self-directed role.

PROFILE

1989-2002: Senior staff member of mid-sized Pittsburgh multimedia design firm, Mind Over Media. Career highlights demonstrate highly adaptable talents and proven ability to contribute to virtually all facets of a \$4.5 million growth business. Long-term loyalty and dedication rewarded with position as Partner ('99), and as Shareholder and member Board of Directors ('00).

March 2002 to present: company downsizing afforded opportunity to amalgamate diverse skills and emerge in the open market as freelance Writer, Content Developer & Senior Project Manager.

CAREER HIGHLIGHTS

Senior Project Manager | Content Developer | Writer (2002-present Freelance)

- Develop, design & manage effective and creative communications tools for: video, events, kiosks, web and interactive DVD
- Manage multiple project teams simultaneously
- Consistently deliver within budget and timeline parameters
- Foster positive, repeat-client experiences; comfortable interacting at Executive, Collegiate and/or non-profit clients sectors
- Diverse content and design skills, addressing: Capital Campaign, Image, Branding, Employee News, Edu-tainment, Training, Documentary, Motivational, Tribute, Kick-off, Tradeshow, POS kiosk
- Adaptable to broad mix of industry subject matter, with keen ability to translate complex topics into effect messages
- Sample list: Kodak, Lockheed Martin, University of Michigan, Carnegie Museum of Art, GlaxoSmithKline, Black Box, PNC Bank, Oracle, Highmark, Mercy Hospital, Mercy Foundation, Giant Eagle, Bob Evans Farms, Macklin Intergenerational Institute

Director of Operations-Video Division | Interim Assist. CFO-All Divisions, (2000 - Feb 2002, Mind Over Media)

- Tracked/Analyzed Projected Sale/COS; Managed Sales Forecasting to Actual; Engineered Purchasing & Admin. Policies
- Authorized Monthly Closing of AR & Deferral; Managed Admin and AP/AR Staff
- Contributed to Re-development of Business Plan with acquisition of Interactive Business 2000
- Supervised IT Acquisition & Administration for merging business divisions
- Directed HR office for 45 employees, including hiring & exit, performance, salary, payroll
- Assisted in restructuring of Finance & Admin management to outside firm in preparation for 2002 downsize

Executive Producer (1998-2000, Mind Over Media)

- Responsible for productive operation of Post Suite facility & Video Design firm with \$4.5 million in sales
- Increased Gross Profit Margin per outside Accountant assessment
- Credited with streamlining bidding and cost tracking process by improving methodology, protocol & online tools
- Managed: Production staff of 10, Post Facility staff of 4 and Administrative staff of 3
- Developed strategy and content for Proposals and formal RFQs; Managed final copy on all PR and Marketing initiatives



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HIGHLIGHTS continued —

Senior Project Manager | Content Developer | Writer (1989-1998, Mind Over Media)

Effectively wrote, designed & managed employee, business & consumer communications projects for video and live events

Managed multiple project teams simultaneously

Responsible for approximately \$900,000 in high profile corporate accounts annually

Consistently delivered within budget and timeline parameters

Achieved or exceeded Profit Margin targets

Fostered positive, repeat-client experiences

Demonstrated comfortable at Executive level; earned exceptional CSI ratings as staff member

Contributed diverse content and design skills, addressing:

Capital Campaign, Image, Branding, Employee News, Edu-tainment, Training, Documentary,

Motivational, Tribute, Kick-off, Tradeshow, POS kiosk

Keen ability to translate complex topics into effect messages

Adaptable to broad mix of industry subject matter:

Sample list: Kodak, Lockheed Martin, University of Michigan, Carnegie Museum of Art, GlaxoSmithKline, Black Box,

PNC Bank, Oracle, Highmark, Mercy Hospital, Mercy Foundation, Giant Eagle, Bob Evans Farms

CREDENTIALS

Education: BA, Communications/Philosophy | Chatham College 1988

Technologies | Advanced Skills: Windows 2000; MAC OSX; Microsoft Office XP Professional (Word, Excel, Outlook/Exchange, Publisher, PowerPoint); Adobe Acrobat Distiller & Acrobat Writer; World Wide Web; FTP and Microsoft Terminal Client; FinalCutPro non-linear Post app., Standard Linear Post facilities, Abekas A72.

Basic Skills: Access, FileMaker Pro, MacroMedia Dreamweaver and HTML; adept at managing skilled staff in: Photoshop, AfterEffects, Premiere, Illustrator, Quark Express.

Archived Skills: DOS, Win 95, Win 98

ACHIEVEMENTS and INTERESTS

Volunteer — Junior League of Pittsburgh, Inc.: (1996-present) Fifth term Chair, Editor/Graphic Designer monthly publication; Current graphic designer for JLP PR/Marketing and Recruiting print collateral; Current designer for PR collateral ShowHouse 2005; Lead print designer for JLP Designers' Show House 2003.

Professional Association:

Society for Technical Communicators (current), Pittsburgh High Tech Council (1998-2002)

Patron Affiliations:

Western Pennsylvania Conservancy; Pittsburgh National Aviary; Pittsburgh Center for the Arts; Public Radio-WDUQ and WYEP.

Professional Development & Continuing Education:

CCAC workshop: PageMaker skills refresher (2004)

Keystone Univ. Network (non-credit, self-directed), sponsored by Pennsylvania Higher Ed, Web Design- Level 1, (2003-04)

Rachel Carson Institute, Conservation Ecology & Landscape Design certificate courses (1996-97)

Interests: Gardening, Photography, Birding-raptors, Pastel drawing, and Animal Welfare

Writing portfolio, DVD demo and references available upon request.

Chere.Tiller@forus.com | 412.418.5009
936 Rue Grande Vue | Pittsburgh PA 15220