Marie Elliott

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## Communications Manager

### STRATEGY | LEADERSHIP | PERFORMANCE

Seasoned communications executive with more than 20 years of experience with increasing levels of responsibility and considerable contributions advancing organizations’ media communications and public relations strategies. Resourceful, cross-functional communicator with expertise overseeing teams, delegating tasks and problem solving. Adaptive team builder with excellent interpersonal skills and strengths in maintaining and building relationships. Seeking to leverage background into a director of communications role with a progressive organization.

AREAS OF EXPERTISE

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| * Media Relations & Publicity
* Communications Planning
* Community Outreach
* Social Media Marketing
 | * Communications Management
* Integrated Messaging
 | * Creative Writing & Storytelling
* Crisis Communication
* Event Management
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### Professional Experience

**Communications Manager, Missouri Department of Transportation (MoDOT),**

**St. Louis, MO, 2007-Present**

* Served as media and strategic communications advisor to senior leadership team.
* Key contact and external spokesperson to local and national media and various stakeholders.
* Managed communications team and community liaison to ensure optimal community relations service delivery and performance and outreach.
* Prepared strategic communication plans aligned with organizational goals to ensure timely and accurate information delivery to media and public.
* Oversaw the authoring, editing and production of communications materials used for print, broadcast and online release to ensure effective messaging while adhering to protocol.
* Consolidated and integrated legacy media with social media, designing dynamic district web site, social media pages and virtual public meetings to streamline and broaden communications impact as needed.
* Directed community relations and public involvement initiatives for I-270 North Corridor (Feasibility) Study, including listing the public stakeholders from potentially affected municipalities and forming community advisory group to offer direction and solutions.
* Contributed as key member of MoDOT Statewide Customer Service Center team that won the **FY13 Governor's Award for Quality and Productivity** for the redesign of a statewide customer service function following consolidation from 10 to 7 districts; Absorbed 25% staff cut while providing high-quality, 24/7 customer service statewide.
* Won 2014 Highway Safety award for collaboration with multimodal agencies for “**Share the Road”** awareness campaign.

Marie Elliott – Page 2

**Media & Outreach Coordinator, St. Anthony’s Health Center,**

**Alton, IL, 2000-2007**

* Established and cultivated positive relationships with media representatives and achieved a 60% increase in local media presence and placement through adept media management.
* Interfaced with internal stakeholders, including physicians, department heads and key administrators to design, write and edit pieces in alignment with operational objectives.
* Coordinated the health outreach program, targeting area schools for enrollment into program.
* Developed positive local media relationships to earn the organization the media’s first choice for medical expertise.

**PR/Development Coordinator, Midtown Catholic Community Services,**

 **St. Louis, MO, 1999-2000**

* Conceptualized, developed and managed production of corporate communications tools, including newsletters, brochures and other publications.
* Crafted ideas and pitched to media outlets.
* Interacted and coordinated with senior managers to identify and capitalize on promotional opportunities.
* Wrote grants and organized, planned and executed fundraising events.
* Coordinated inaugural wine-tasting fundraiser, an ongoing and robust annual event with consistently increased attendance, vendor sponsorships and donations.

**ADDITIONAL RELEVANT EXPERIENCE:**

**Adjunct Instructor**, University of Missouri-St. Louis, St. Louis, MO, 2008-2017

**Public Information Officer**, State of Mississippi Highway Department, Tupelo, MS, 1988-1991

**Lifestyle Editor/Reporter**, Multiple Regional & Metropolitan Newspapers in MS and TN, 1983-1988

### Education

**Master of Arts in Media Communications/Public Relations,** Webster University

**Bachelor of Arts in Journalism/Public Relations,** University of Mississippi-Oxford, MS

###  Training

MoDOT Management Development Institute, High-Performance Supervision and Advanced Leadership Development

FEMA Incident Command Structure

Bleiker Institute for Participatory Management,

NEPA (National Environmental Policy Act) Training

### Professional & Volunteer Affiliations

Public Relations Society of America

Leadership St. Louis, 2014-15 Class

Co-chair, MoDOT Women’s Leadership Conference

Past board member, St. Louis Poetry Center

Co-founder, North St. Louis Writing & Arts Network