

MICHELE R. BUPP

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CAREER GOAL: To create, manage, and implement marketing communications, with a concentration in the writing and editing process.

CAREER SYNOPSIS: 11 years of marketing, public relations, and consumer relations experience. Skills set includes program management, hands-on literature development, strategy planning, and print production.

DETAILED WORK EXPERIENCE:

Federal Data Corporation (Systems and Applied Sciences Sector), Rockville, Md.

Marketing Manager, Communications Writer-Editor, Dec. 1999 to present

Program Manager

- Manage and implement marketing and public relations programming for multi-million-dollar Constituency Outreach and Education Program for the National Institutes of Health (NIH), the largest federal agency dedicated to health in the United States.
 - ✓ Direct staff members, including designers, editors, Webmasters, production coordinators, and trade-show workers in this effort.
 - ✓ Co-managed "NIH Vision and Players: May 2000," large annual conference and exhibit in Washington D.C.
- Work directly with and coordinate all projects through NIH decision-makers and Project Officers.

Strategist

- Produce an *Outreach Partner Guide*, which includes marketing (including advertising) and public relations strategies and plans to help constituents successfully bring NIH science-based messages to all audiences.

Literature and educational materials developer, Web content developer

- Understand technical medical and health knowledge and can translate it into lay terms for public consumption.
 - ✓ Work directly with health professionals, researchers, and scientists to plan and write health messages for use in newsletter and journal articles, press releases, advertising (direct mail)
 - ✓ Direct Web design and write and edit Web content for the program (www.outreach.nimh.nih.gov).
 - ✓ Produce program's *Outreach* quarterly newsletter.
 - ✓ Develop other support materials, such as fact sheets, brochures, clinical trial recruitments, and other technical and non-technical pieces.
 - ✓ Negotiate approvals on several levels at NIH before dissemination to media.

Program liaison to the public (customers and consumers)

- Establish strong partnerships with advocacy groups and mental health consumers.
 - ✓ Determine overall needs during the program, and supply them with appropriate responses and resources.

COMSAT Corporation, Bethesda, Md. (headquarters)

Marketing Writer and Editor (project manager), Corporate Communications, March 1997 to Nov. 1999

Project manager

- Managed research, writing, and editing process for marketing communications literature program for most COMSAT business units—COMSAT International, COMSAT Labs, COMSAT Mobile Communications, and COMSAT World Systems.
 - ✓ Completed collateral included annual reports, corporate capability brochures, divisional overview brochures, direct mail, industry- and service-specific fact sheets, product specification sheets, FAQs, as well as speeches and executive summaries. Most pieces were available in hard copy and on the corporate Web site.
 - ✓ Worked closely with heads of all lines of business, as well as engineers, researchers, and sales staff.
- Coordinated project staff of writing contributors, graphic designers, and production and dissemination staff.

Corporate publications editor

- Translated highly technical language in the satellite communications field for public consumption through the following pieces:
 - ✓ Edited and produced bimonthly corporate newsletter (*QuickTakes*) that was circulated to the United States and other countries, where employees, board members, and select customers were informed of COMSAT's strategic positioning and developing business.
 - ✓ Created and produced content for quarterly newsletter on the corporate Web site. The site provided application-, strategy-, and service-oriented features for the first time to channel sales staff worldwide.

Language standards creator and manager

- Created *COMSAT Glossary and Usage House Style Guide*, which contained standards of usage for COMSAT's corporate employees.
 - ✓ House guide used in conjunction with *The Chicago Manual of Style*. I am also well versed in *The Associated Press Stylebook and Libel Manual* and *The Government Printing Office Style Manual*.

National Institutes of Health (NIH), Bethesda, Md.

Writer, Assistant Project Director, 1995 to 1997

Project strategist and publications manager

- Devised and implemented a strategic plan for the NIH new treatment and prevention informational program.
- Created online voice script with AT&T. Guided announcer Stacy Binn (FM 107.3) through script in studio.
- Led materials development, including researching, writing, and editing brochures, fact sheets, and speeches.
- Regularly wrote and edited feature articles (often appearing on front page) for *The NIH Record* magazine and the NIH Web site.

Media relations-educational outreach

- Successfully pitched stories to regional and local press.
- Produced promotional materials (fact sheets, spokesperson bios, press releases, posters) for NIH's well-regarded "Mini-Medical School" and "Science in the Cinema" national programs.

George Mason University, Fairfax, Va.

Writer-Editor, Publications and Public Affairs Office, 1995 (During graduate school)

- Managed the writing and editing process for a student manual, graduate poetry series book, faculty newspaper, and alumni magazine.

National Hospital for Orthopaedics and Rehabilitation, Arlington, Va.

Director of Public Relations and Marketing, 1992 to 1994

Publication manager, advertising placement

- Managed director of customer service and two other full-time professional staff.
- Produced approximately 25 corporate identity pieces/program-specific brochures, employee newsletter, physician newsletter, and hospital magazine

Media and community spokesperson

- Spokesperson.
- Pitched articles to several national and government publications, and D.C. metro television and radio stations.
- Established Community Outreach Program and scheduled lectures and workshops.

Memorial Hospital Health System, York, Pa.

Public Relations Specialist, Spokesperson, 1990 to 1992

Pennsylvania Chamber of Commerce, York, Pa.

Research Associate, 1989 to 1990

- Marketing writing and editing

EDUCATION:

Master of Arts in English (Professional Writing and Editing). Degree granted: 1996.

George Mason University, Fairfax, Va.

Institute on Political Journalism, sponsored by the Fund for American Studies. Certificate granted: 1988.

Georgetown University, Washington, D.C.

Communications intern for Congressman William Goodling (R-Pa).

Bachelor of Arts in English and Journalism. Degree granted: 1988. Cum Laude Graduate

Bloomsburg University of Pennsylvania, Bloomsburg, Pa.

PROFESSIONAL RECOGNITION:

- Awarded three Corporate Communications Performance awards, COMSAT, 1998 and 1999
- Presented with project acclaim letter from Project Officer, National Institutes of Health, 1996
- Received employee commendation, National Hospital for Orthopaedics and Rehabilitation, 1994