

ALICE A. FLEENOR

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Professional and forward-thinking with proven experience in **Sales, Journalism, Photography, Campaign Development, Public Relations, Marketing, Personnel Management, Media Placement** and **Event Planning**. Creative, innovative, and deadline-oriented, as evidenced by demonstrated ability to develop, manage and organize large events, produce effective publications and rapidly utilize proven and cutting-edge market research for strategic brand management and multi-media campaigns. Strong advocate of teamwork within multi-disciplinary environments. Accountable and dedicated to performance excellence and continuous personal and professional development.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING, COMMUNICATIONS & DEVELOPMENT -- CLINCH-POWELL RESOURCE CONSERVATION & DEVELOPMENT COUNCIL, November 2007-Present

- Manages all marketing, public relations and development aspects of economic development project in 19 counties.
 - Maintains media and government contacts as well as contacts with all program vendors, participants and agencies across East Tennessee.
 - Manages budget and seeks new grant and funding sources while developing self-sustainable program components.
 - Develops and manages growth plans, marketing/branding strategies and conducts research on industry trends.
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SENIOR ACCOUNT EXECUTIVE/FEATURE WRITER -- CITY VIEW MAGAZINE, January 2006 – November 2007

- Developed, manage and maintain large account database.
- Responsible for targeting and maintaining new clients as well as managing existing relationships.
- Wrote timely and newsworthy feature stories.
- Assisted copy editor with proofing large quantities of material.
- Wrote ad/advertorial copy and special section pieces.

MARKETING & SPECIAL EVENTS COORDINATOR -- GOODWILL INDUSTRIES, March 2005 – June 2006

- Developed all sales material including press releases and advertisements placed through strategic sponsorships and working media relationships.
- Managed all media placement and processes in event development, encompassing 15 counties and involving accounts with more than 20 local and regional newspapers, as well as local TV and radio.
- Composed monthly and annual internal print and Internet publications.
- Determined and maintained branding goals to successfully set Goodwill Industries-Knoxville apart from other non-profits.
- Interacted with retail management on planning and demand forecasting as determined by the location and demographics of each particular facility.

INTERN, ASSISTANT TO VICE PRESIDENT -- ACKERMANN PR, August 2004 – January 2005

- Provided support to corporate clients in all aspects of communication.
- Performed extensive industry research.
- Conceptualized and effectively communicated media relation strategies.
- Composed and produced successful advertising copy.
- Effectively organized advertisement scheduling.
- Edited and published in-house informational media.
- Successfully planned, organized and promoted special events.

ASSISTANT, PUBLIC AFFAIRS DIRECTOR -- PARLIAMENTARY SUSTAINABLE GROUP

March 2004 – July 2004

- Performed extensive research on issues vital to the City of London.
- Edited and published various in-house media.
- Analyzed, interpreted and communicated legislative issues to Parliamentarians, business leaders, and industry executives.

DEVELOPMENT CONSULTANT -- INTERFAITH HEALTH CLINIC, August 2003 – December 2004

- Performed assessment and evaluation of InterFaith Health Clinic's public relations practices, resulting in increased community awareness.
- Supervised a communication audit.
- Developed a programming guide outlining strategic goals and objectives.
- Produced materials and audience profiles to effectively position communication efforts.
- Established evaluation and measurement plans for the public relations staff.

FUNDING SOLICITOR -- ETSSELL TELEMARKETING SERVICES, INC., January 2002 – August 2003

- Performed comprehensive evaluation of customer communications.
- Provided successful resolution of customer complaints.
- Developed and implemented target-specific communication strategies.

ASSISTANT, COMMUNITY RELATIONS DIRECTOR -- EAST TENNESSEE PUBLIC TELEVISION

January 2002- June 2002

- Performed extensive research of children's programming for development purposes.
- Successfully managed children's programming through effective design and development.
- Conceptualized, implemented and promoted effective funding drives resulting in the support of public programming for children.

RELATED EXPERIENCE

Service Corps of Retired Executives

2004 – Present

- Performs public relations, and develops and implements marketing strategies on a volunteer basis.
- Provides development counseling for small business clients.

Honors Thesis – Business, Society and Communication

2004-2005

Research – Agenda Setting Evidence at the University of Tennessee

2003

Case Studies in Emergency Communication/ Oklahoma City Bombing

2002

The Science of Language (series)

2001

- USMC Toys for Tots Material Drive, Media liaison (2005)
- Goodwill annual Vintage Fashion Show & Sale, Coordinator (2005)
- Knoxville Fire and Rescue Challenge & Mr. Knoxville Contest, Coordinator (2005)
- Earth Fest, GW Board Representative, Volunteer Coordinator (2005)
- America Reads Program, Coordinator (2000)
- Youth Emergency Shelter Volunteer Program, Coordinator (1999-2000)
- American Cancer Society Relay for Life, Campus Coordinator (1999-2000)
- Walters State Community College Honors Institute, Coordinator and Program Director (1999)

EDUCATION

Tulane University – College of Law, Master's Certificate in Corporate Governance March 2006 – January 2007

Bachelor of Arts – College Scholars Honors Program, with Honors (Summa Cum Laude)

University of Tennessee, Knoxville, May 2004

- *Areas of Study:* Communications, Public Relations, English with special course work and research (thesis) completed in public relations, media effects, and sustainable development.

American Intercontinental University, London, England, (2003)

- *Areas of Study:* Mass Communications, Photography, and completed an internship with Parliament.

Journalism, Middle Tennessee State University, Murfreesboro (2002)

Associate of Science in General Studies, with Honors

Walters State Community College, Morristown, Tennessee, May 2000

HONORS & AWARDS

- **PRSA National Student Campaign Winner**, 1st Place, InterFaith Health Clinic (2004)
- **The National Scholars Honor Society** (2004)
- **Julian Harris Media Honors Scholarship Recipient - Journalism** (2003)
- **All State Academic Team Member** (2001)
- **Phi Theta Kappa**, Most Distinguished Chapter President of the Tennessee Region (2001 – 2002)
 - *1st Place, Tennessee Regional Literary Award.*
 - *2nd Place, Regional Scholarship Hallmark Award.*

References available upon request.