

Lisa Rena Brittain Vasquez, APR

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EDUCATION:

Bachelor of Arts in Journalism-Public Relations

History minor, 3.75 GPA, Graduation with Distinction: May 6, 1989

University of Oklahoma - August 1985 to May 1989,

Public Relations Society of America

Accreditation in Public Relations, 1997

Oklahoma City, Oklahoma

PROFESSIONAL EXPERIENCE:

Greater Dallas Chamber of Commerce

Vice President, Marketing & Communications

2000 – 2002

- Public relations plans, communication strategies, goals and objectives
- Crisis communication, news media relations and publicity strategies
- Writing and development of annual report and all major collateral (brochures, posters, video, etc.)
- Editing and publishing of The Chamber Report, a monthly newsletter converted to online format in 2001
- Writing of guest columns for the Dallas Morning News and Dallas Business Journal
- Responsibility for www.dallaschamber.org as well as online marketing
- Script and speech writing for executives at Chamber events
- Member of "Campaign Boeing" team: Devised media strategies, developed consensus with Fort Worth counterparts, and managed messages distributed on behalf of Dallas/Fort Worth
- Planning of the Chamber's largest event, the annual meeting (1,000+ attendees)
- Development of new graphic standards and supervision of art department

Director, Marketing & Communications

March 2000 to July 2000

- Editorial duties and writing of articles for the ChambeReport, monthly newsletter
- Writing of news releases, op-ed articles and features for The Dallas Morning News and Dallas Business Journal as well as local and national business and trade media
- Speechwriting for Chamber president, executives and chairman of the board
- Wrote, designed and published first-ever "Regional Profile" brochure under \$10K
- Ghostwriting duties for chairman, president and board executives on key correspondence

WorldTravel Partners

Marketing Manager

September 1998 to March 2000

- Management of \$100,000+ promotional budget
- Preparation, execution and evaluation of all public relations/promotional plans
- Editing, writing, design and print production of all internal and external publications: WorldTravel Adviser, Partner Pages, the South Central News (division's first employee newsletter)
- Initiation of public relations program: Developed relationships with key travel/transportation beat reporters, generated news coverage, wrote and distributed press releases
- Special promotions for client sales tours
- Event planning: employee events, annual client golf tournament, advisory panel, and seminars
- Writing and editing of internal executive communication: president's column, presentations, speeches, memoranda, announcement materials related to a major merger
- Coordination and design of PowerPoint presentations for "best and final" sales presentations
- Custom design of four-color artwork and design schemes for major proposals including PepsiCo/ The Tricon Companies, Dr Pepper/Seven Up, BELO, The SABRE Group, Wyndham Hotels, Apple Computers, Blockbuster Video, George W. Bush Campaign 2000 and Neiman Marcus
- Enforcement of corporate identification standards
- Decision-making authority on placement of advertising and consultation on recruitment ads
- Coordination of charitable giving program

State of Oklahoma/

J.D. McCarty Center for Children with Developmental Disabilities

Director of Public Relations

March 1994 to September 1998

- Preparation of all hospital public relations plans, strategies and tactics.
- Media relations: Wrote news releases, generated print and broadcast coverage statewide and tracked clips
- Writing, editing and design of award-winning external and internal publications
- Including annual report, business plans, marketing plans, brochures, newsletters and promotional materials
- Promotion and planning of special events such as conferences, job fairs, open house, media events, legislative breakfast and charity fund raisers
- Prepared successful campaign to persuade legislators to fund \$10.3 million capital bond funding program
- Graphic design and distribution of direct-mail materials to increase census
- Design of new corporate identification package and standards
- Employee communication: Recruiting, policies, hospital activities, and publication of

internal newsletter

- Advertising concepts, design, coordination and placement
- Crisis communication and staff training
- Fundraising, development and grant writing: Doubled cash donations within two years
- Budgeting and justification of needs for new department
- Supervision of development staff, public relations interns and volunteers
- Campaign leader for United Way, United Cerebral Palsy, Red Cross blood drives and more
- Volunteer program coordination: Tripled recruitment in six months
- Liaison with donors and community organizational patrons

Dallas Business Journal

Advertising Coordinator

September 1992 to March 1994

- Writing of articles and publisher's letter for ad supplements
- Design of all advertising department promotional materials and mail-outs
- Assist publisher in coordination of special publications including enforcement of deadlines, meeting with clients, cover design assistance
- Design, lay-out and paste-up of all advertising supplements and magazines
- Conceptualization, design and typesetting of advertising department "house" ads
- Custom design and typesetting of ads for clients
- Supervision, management and training of interns
- Assist in tracking pre-sold advertising
- Maintain AE mailing list databases
- Represent Business Journal in special events, i.e. seminars, advisory council, trade shows, etc.
- Elected member of paper's "Quality Council"
- Coordinate placement of sponsorship and corporate house ads
- Assist production, as back-up help, when necessary

Lomas Financial Corporation/Vista Properties, Inc.

Communication Coordinator

1989 to 1992

- News release writing, press relations and press file maintenance
- Personnel/Human Resources coordination
- Drafted crisis communication plan and media interview training manual
- Design and preparation of property marketing brochures, flyers & proposals
- Portfolio (national business publication) editor and writer
- Lomas Review (Lomas Financial Group national publication) writer
- Advertising (outdoor and print) placement, design, copywriting & coordination with agency
- Chaired committee to select new corporate logo and set corporate identification program
- Homeowners' Association board member & newsletter editor

COMPUTER EXPERTISE:

(Both Macintosh and PC platforms)

Microsoft Office

Quark Xpress

Adobe Photoshop

Adobe Illustrator

Adobe Pagemaker

Basic Dreamweaver

Basic Front Page

HONORS, COMMUNITY ACTIVITIES & CURRENT ORGANIZATIONAL MEMBERSHIPS:**Awards**

- Award of Merit in "Most Improved Website" category, American Chamber of Commerce Executives, 2002
- "Best Budget Performance" award from Greater Dallas Chamber for saving \$60,000+ on 2000 budget
- Honorable mention from American Chamber of Commerce Executives for "Dallas Regional Profile" brochure
- Norman Chamber of Commerce, Marketing & Public Relations Committee Co-Chair, Media Guide Subcommittee, "Volunteer of the Month," Fall 1995
- Society for Professional Journalists Awards for Annual Reports and Newsletters, OKC, January 1998
- Accreditation in Public Relations, Spring 1997
- International Who's Who, Spring 1997
- "UPPER CASE Award" in brochure category, spring 1996, PRSA-OKC
- Women In Communication, Inc. "Star" recognition for 1994 student career conference
- Dallas Business Journal "Very Influential Person," January 1993; "Account Executive of the Month," August 1993; "Eagle Award" for outstanding achievement in 1993
- Leadership Norman 1997-98, Norman Chamber of Commerce

Organizations

- Public Relations Society of America, Dallas and Oklahoma City chapters
- University of Oklahoma Alumni Association/OU Club of Dallas
- JAYMAC, OU School of Journalism and Mass Communications Alumni Association Board of Directors
- Women In Communication, Inc., Dallas Professional Chapter
- Norman Ballet Company, Board of Directors, Chair of Publicity Committee
- Norman Community Development Block Grant Policy Committee, Alternate 1995
- Pride of Oklahoma Alumni Association

References available on request

