

W. SHAWNA GIBBS

P.O. Box 83093* Columbus, Ohio 43203

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Experience

2005- Present Public Relations Manager- Seal of Ohio Girl Scouts, Columbus, Ohio
2003-2005 Public Information Officer-Cols. Metropolitan Area Community Action Org. (CMACAO)
1999-2003 Asst. Director Marketing & Community Relations-Cols. Urban League, Columbus, Ohio
1998-1999 Secondary & Collegiate Services Coordinator/Computer Clubhouse-Cols. Urban League
1996-1998 Special Assistant to the President-Special Projects- Cols. Urban League

Communications and Public Affairs Experience

- Provides strategic public relations counsel to Chief Executive Officer, Board of Trustees and senior administrative staff;
- Serves as a Chief Agency Spokesperson, Leads crisis and issues management team; Provides 24/7 public information support during crisis/ emergency situations for 17 counties in central and southern Ohio;
- Develops and monitors public message development to ensure consistency with strategic marketing objectives;
- Manages media relations, corporate branding, agency visibility at conferences, outdoor media and website;
- Writes news releases, media advisories, executive speeches, feature stories, talking points, and printed materials; builds and maintains rapport with local, state and national non-profit, community, government and business leaders;
- Manages advertising and budgets, coordinates agency involvement in community events;
- Created and manages email bulletin that reaches over 700+ Central Ohio subscribers.

Development/Special Events Planning

- Coordinates Annual Meeting, developed marketing and fundraising plans, solicited and secured corporate sponsorships; Serves as liaison to Board of Directors;
- Managed tickets sales and table assignments for fundraising breakfasts, luncheons and dinners; produced 1,000 seat Black & White gala dinner, concert and VIP reception;
- Coordinated special event logistics including guest speaker travel, ground accommodations, talking points, event scripts, photography, video production, radio, TV and newspaper sponsorships, and volunteer assignments; Managed donor database system, donor cultivation and recognition initiatives, assisted in annual giving campaign, and wrote articles for the bi-monthly newsletter; and
- Worked with special event speakers & presenters including: Boyz II Men, Roy Ainsworth, Will Downing, Martin Luther King, III, Chante Moore, Kenny Lattimore, U.S. Rep. John Kasich, Dr. Michael Eric Dyson, Tavis Smiley and more.

Awards/Recognition

2005 Moccasin Community Service Award- City Year Columbus
2005 African American Leadership Academy-United Way/ Jefferson Center on Leadership & Governance
2004 Community Leadership Award- King Arts Complex & Shiloh Baptist Church
2004 Who's Who in Black Columbus Magazine
2003 Women's Fund of Central Ohio "Bring It On Award" in Philanthropy
2002 Business First Magazine's "Forty Under 40" Award

Board Experience / Memberships

Board Member -I Know I Can Columbus and National Black College Alumni Hall of Fame Foundation (Atlanta, GA),
Co-Chair-Columbus Public Schools African American Advisory Council, Volunteer for YWCA Bright Futures, Columbus Youth Commission, The Women's Fund of Central Ohio, City Year/Young Heroes, Founding member-The Black Women's Collective and member of Delta SigmaTheta Sorority, Inc.

Education & Training

2002 Certificate- Fundraising Management-Indiana Univ. Center of Philanthropy -The Fund Raising School
2001 Graduate-Project Diversity Cycle 10-United Way of Central Ohio
2000 ' Training Ground: Next Generation Leadership' Harvard University/National Urban League
1996 Clark Atlanta University, Atlanta, GA -Bachelor of Arts in Political Science -3.0 GPA
1992 Columbus Alternative High School, Columbus, Ohio

