

# Alvin E. Burzynski

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## Highlights of Qualifications

Thirteen years of professional public affairs, public relations, and management experience  
Background in event management, marketing, promotion, community affairs, and media relations  
Strong communication, and presentation skills; self-motivated, dependable, and people oriented  
Knowledge of a vast number of computer applications (office productivity, desktop publishing, interactive multimedia, photo and video editing)

## Professional Experience

### Management/Administration

- Successfully coordinate and implement numerous informative Veterans Affairs benefits workshops and develop support program for Global War on Terrorism servicemembers, their families, and veterans. ([www.welcomehomewarrior.org](http://www.welcomehomewarrior.org))
- Develop, execute, and manage Global War on Terrorism Seamless Transition Program for the Chalmers P. Wylie Veterans Affairs Outpatient Clinic – Columbus
- Manage and assist over 400 Soldiers with executing local and national community awareness programs as part of the Army's Total Army Involvement in Recruiting (TAIR) program.
- Recruit, manage, and train reporters and interactive content providers for SportsNet Ohio; clients include: Columbus Crew, Columbus Quest and Thomas Dooley (dooleysoccer.com)
- Experience in all aspects of event management including developing budgets, logistics, security, safety, coordination of activities, recruitment of volunteers and publicity.
- Develop, contribute, and oversee local community and national community awareness campaigns for the Department of Veterans Affairs.
- Create a multitude of business plans, marketing plans, public affairs plans, and promotional strategies for governmental, private sector, and non-profit entities.
- Produce office policies and procedures in order to ensure efficiency of operations.
- Trained Army enlisted and high ranking officers and Veterans Affairs personnel in the art of media relations and crisis management.
- Responsible for managing, handling, and responding to all media inquiries received by the U.S. Army Columbus Recruiting Battalion and the Chalmers P. Wylie Veterans Affairs Outpatient Clinic – Columbus (OH).

### Marketing and Promotion

- Coordinate media appearances and press conferences for high ranking military officers, top-level government officials, professional athletes and professional sports franchises.
- Integral part of a team developing event promotional materials, media advertising (print, radio, television and internet), and speeches.
- Execute marketing plans, promotional strategies, and public affairs plans.
- Design websites, brochures, ads, and public service announcements for radio and television.
- Create newsletters and feature stories and photographs published in national publications (Department of Army, Department of Veterans Affairs, Major League Soccer, American Basketball League and various on-line publications).
- Create and disseminate media advisories, which led to positive media coverage of special events.
- Provide media training for media spokespeople and took part in a multitude of media interviews (print, radio, television, and interactive) as a subject matter expert and organization spokesperson.
- Collaborate with Veteran Service Organizations, congressional offices, Ohio Governor's Office on Veterans Affairs, and Ohio County Veterans Service Commission Offices to develop and support special events benefiting and educating veterans.

### **Employment History**

- 2004 – Present    Public Affairs Officer, Chalmers P. Wylie Veterans Affairs Outpatient Clinic – Columbus (Ohio)
- 2004 – 2000      Public Affairs Officer, U.S. Army Columbus Recruiting Battalion
- 1996 – 1998      Media Relations Assistant, Columbus Quest (American Basketball League)
- 1996 – 2000      Special Emphasis Program Manager (Veterans and Asian Pacific Islander Program)
- 1995 – 2002      President, SportsNet Ohio (clients included Columbus Crew and Columbus Quest)
- 1993 – 2000      Accounting Technician, Defense Finance and Accounting Services - Columbus

### **Education**

Bachelor of Science, Kansas State University, Manhattan, Kansas (1992)  
Major: Marketing and Business Administration

Diploma, Defense Information School (DINFOS), Ft. George G. Meade, Maryland (2002)  
Major: Public Affairs Officer

Diploma, Defense Equal Opportunity Management Institute (DEOMI), Patrick Air Force Base, Florida (1996)  
Major: Special Emphasis Program Manager