

KAREN S. HOLLERN

241 Pampas Court

Columbus, Ohio 43235

## SUMMARY

Fifteen years management and professional experience in communication, public relations, and event marketing with proven results in:

Marketing Plan Development

Special Events/Conference Management

Public Relations Campaigns

Strategic Planning/Project Management

Community Outreach/Charitable Giving

Publications/Materials Development

## PROFESSIONAL EXPERIENCE

BATTELLE (Columbus, Ohio) 1999-Present

Director of Corporate Community Affairs

Managed external affairs, community outreach and corporate philanthropy for world R&D technology company with \$1 billion in revenue. Developed and managed community affairs program, employee volunteer initiative and charitable giving for corporate headquarters and over 20 regional offices worldwide.

- Managed CEO & company profile and image in the community to reinforce commitment to corporate citizenship. Provided public relations counsel to CEO and senior management to enhance brand awareness.

- Directed Team Batt&Ie employee volunteer program with a team of 50 project directors and more than 675 staff Recruited 50 new volunteers annually.

-Managed corporate contributions program with annual budget responsibility ranging from \$5 million to \$25 million annually.

COSI (Columbus, Ohio) 1999

Special Assistant to the President

Developed and managed external affairs program for \$125 million, world-class science center. Managed community relations, governmental affairs and corporate partnerships.

- Managed governance and nominating process for COSI Columbus Board of Trustees, including communication, committee management, strategic planning and policy development.

- Served as legislative liaison to government and community groups. Hosted national, regional and local public officials at special events and community programs.

- Developed and promoted community partnerships and positive relationships with corporations, organizations and key stakeholders.

CLARK, SCHAEFER, HACKETT & CO (Columbus, Ohio) 1997-1998

Marketing Director

Developed and directed communications/marketing programs for mid regional CPA firm with 5 offices and 200 staff. Managed public relations, advertising media relations and marketing.

- Developed strategic marketing plan and outlined strategic goals for firm's marketing efforts. Planned advertising and media strategies resulting in many published articles and positive publicity.

- Developed and managed firm business development and marketing strategies. Managed service industry and niche marketing initiatives for six targeted industries.

- Planned, developed and implemented promotional campaign for 60<sup>th</sup> anniversary celebration

- Tracked and analyzed success ratio and other statistical data related to marketing efforts.

- Edited financial newsletters and brochures targeting client and industry specific audiences.

COLUMBIA GAS DISTRIBUTION COMPANIES (Columbus, Ohio) 1989-1997

Community & Consumer Affairs Manager (1990-1997)

Managed and directed communications and public relations programs and developed corresponding collateral materials for five-state area. Staged events from executive receptions and annual meetings to long-range planning of community campaigns with responsibility for conceptualization through implementation.

- \* Planned and managed community projects, corporate events, and promotional campaigns. Developed and managed 25 special events annually. Liaison to advertising agency.

- Prepared and managed annual budget for \$1 million charitable contributions program.

- Developed and implemented Education 2000, a program to promote Business/Education partnership and strengthen corporate commitment to education.

- Developed, planned and Implemented employee volunteer program for education partnerships with public school systems in 11 regions within a five-state area.

- Marketed consumer programs in a five-state area serving 1.9 million customers. Created and marketed corresponding collateral materials.

- Served as spokesperson and coordinated media events with local TV stations, Wrote news releases, secured publicity, developed media kits and arranged media interviews.
- Wrote speeches and designed presentations for CEO and Senior level management.

Consumer Affairs Representative (1989-1990)

- Created and marketed consumer programs Developed public relations and marketing campaigns Coordinated

Adopt-A-School and Business/Education Partnerships and acted as liaison to Greater Columbus Chamber of Commerce. Wrote and marketed educational materials, videotapes, and brochures for target markets.

WORTHINGTON SCHOOLS (Worthington, Ohio) 1980-1989

Teacher

Taught English to middle school students. Played key role in design of System Renewal Program to promote growth and expansion and facilitate opening of new schools. Supervised and evaluated graduate students

AWARDS and ACHIEVEMENTS

1997 Leadership Columbus Graduate

1995/1998 Monetary Award from Columbia Gas Senior Management for outstanding performance

1998 IABC Bronze Quill Award for printed brochure

1994 Excellence in Education Award American Gas Association for educational services program

Guest speaker: Ohio Gas Association, Denison University, Ohio Middle School Consortium

PROFESSIONAL and CIVIC AFFILIATIONS

Board Member

Current: YMCA of Central Ohio, Columbus Metropolitan Club, Columbus Arts Stabilization

Past: Junior League of Columbus

Committee Member

Current; United Way of Central Ohio (Education), American Chemistry Council (Responsible Care)

Past: Accountants Global Network International (Marketing), American Gas Association (Chair/Advertising) National Energy Foundation (Chair/Education)

Volunteer

Ronald McDonald House, Godman Guild Toys for Tots

EDUCATION

The Ohio State University, Columbus Ohio

Master of Arts in Education

Bachelor of Science in Education (Major/English Minor/Communication)