

Gregg Dodd

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PROFESSIONAL PROFILE

- **A Leader** – Strong background and knowledgebase in public affairs, marketing, branding, media relations, crisis communication and public relations. Accessible, flexible and energetic.
- **Management and Leadership** – Accomplished in leading and directing teams at all levels. Proven ability to collaborate with executives and political leaders. Strategic long-term vision coupled with detail orientation.
- **Communication and Professionalism** – Effective and articulate. Confident in interacting with political and corporate leaders, media, management, staff, clients and vendors.
- **Business Improvement and Problem Resolution** – Effective in implementation of operational improvement and management of challenging projects. Excellent analytical and problem-solving skills. Successful results in identifying needs, enhancing efficiencies and reducing expenses.

PROFESSIONAL EXPERIENCE

Director of Marketing

Jan. 2013-present

Columbus Metropolitan Library, Columbus, Ohio

- Lead the development, planning and implementation of comprehensive and aligned strategic communications and public relations plan ensuring all communications appropriately and accurately express the library's purpose, image, position and values
- Responsible for editorial direction, design, production of Library's brand, including digital and print channels
- Direct the efforts of eight marketing staff members to meet strategic objectives centered around executive communication, internal communication, branding, events and promotions, digital and earned-media
- Lead market research and customer segmentation
- Directs media relations, crisis communication, social media and web content and design designed to aggressively communicate the Library's message and value to the local community, the library industry and other key constituencies
- Serve as primary spokesperson, including during times of crisis communication, to deliver key messages to internal and external audiences
- Serve as community relations liaison, establishing and nurturing partnerships with business community to support Library programs
- Lead major marketing campaigns and initiatives, including aspirational building program, third grade reading initiatives and summer reading club

Deputy Director - Communications, Marketing & Events

Dec. 2006-Jan. 2013

Ohio Statehouse, Columbus, Ohio

- Led the development, planning and implementation of comprehensive and aligned strategic communications plan
- Served as primary spokesperson on issues affecting the Ohio Statehouse to local, state and federal legislators, diverse community groups, media outlets and general public
- Coordinated and managed daily operations of marketing objectives, special events and educational programming with staff, Ohio Highway Patrol, Ohio House of Representatives, Ohio Senate, Governor's Office and Ohio Historical Society (seven direct reports)
- Created messages, provided speech writing and presentation tools for key Statehouse leaders, including the Governor and legislative leadership
- Managed budget and revenue management for multi-million dollar budget

- Served as the community liaison representing the Ohio Statehouse effectively in a variety of settings with strong attention on diversity and minority interests

Director of Public Information and Legislative Affairs

Sept. 2000-Dec. 2006

Ohio Arts Council (OAC), Columbus, Ohio

- Developed and implemented the OAC's communication plan and public relations programs
- Partnered with Executive Director to create official statements, strategies and plans to inform the legislature, local and national press while directing agency public and legislative affairs
- OAC spokesperson on issues impacting the arts in Ohio
- Provided leadership, management and supervision of legislative affairs and advocacy efforts, special events and communications staff (six direct reports)
- Planned, developed, managed and implemented strategies for initiatives that positively impacted the Ohio Arts Council's funding base, programs and participation by public
- Managed a departmental biennium budget of \$600,000

Sales Representative

March 2000-Aug. 2000

Van Waters & Rogers Inc., Twinsburg, Ohio

- Responsible for generating high volume sales of industrial raw materials in a multi-county territory
- Created marketing strategies to increase sales and local community awareness

Director of Promotions and Special Events

July 1999-March 2000

Center of Science and Industry (COSI), Toledo, Ohio

- Worked as a member of the COSI Marketing Team, including the writing of newsletter articles, promotional materials, press releases and media alerts to promote special events
- Cultivated relationships with media and acted as spokesperson for COSI with radio, TV and print media outlets
- Created, planned, secured sponsorship and implemented unique, creative special events and related promotions to help drive overall exposure, attendance, membership and revenue for the organization
- Planned events for government, member, corporate, and private parties, including caterer relations, rental equipment companies and entertainment venues

EDUCATION

Bachelor of Arts – Communications; Minor Theatre
University of Toledo
GPA 3.6

Recipient of Blue Key Award

ASSOCIATIONS/COMMUNITY INVOLVEMENT

American Library Association
Capitol Square Foundation (Board Member)
Central Ohio Public Information Officers Network
Columbus Arts Marketing Association
Columbus Gay Men's Chorus (Board Member)
Columbus Metropolitan Club (Board Member, Secretary and Membership Chair)
Discovery District Special Improvement District (Board Member)
Experience Columbus – Convention and Visitors Bureau
Downtown Residents Association
Kaleidoscope Youth Center (Board Member)
Legacy Fund of the Columbus Foundation (Board Member)
Rotary of Columbus
Short North Neighborhood Association
University of Toledo Alumni Association (Board Member and Chapter President)
Urban Library Council Communications Committee (Member)

Key Library Accomplishments

- Developed nine Marketing Team members that are strong performers
- Served as Interim Director of Development, while continuing to serve as Director of Marketing, during two transition periods (Nov. 2014-July 2015 and March 2019-present)
- Led the implementation and strategy of the 2020 VP communication plan and execution of 12 successful building construction kickoff and opening milestone events
- Led the Great Libraries Create public campaign and comprehensive seven-day community celebration leading up to the opening of Main Library resulting in the prestigious John Cotton Dana Award
- Led the local host committee for the International Federation of Library Associations Information Congress resulting in the prestigious EXPY award
- Implemented an aggressive earned media strategy resulting in thousands of stories and tens of millions of impressions
- Managed and executed a Main Library events and promotions strategy that includes the branded *Carnegie Author Series* and *Family Programs at Main* series
- Designed and implemented a comprehensive series of media training tracks resulting in 50 employees being prepared to serve as media spokespeople
- Developed a comprehensive crisis communication strategy and plan that ensures readiness, rusted in national leadership and national presentations
- Led the crisis communication message dissemination during serious crisis, including a shooting at Main Library (2017) and a cyber security phishing incident (2018)
- Executed strategy of CML's digital strategy of outlined goals and objectives
- Led the development and execution of executive level communication strategy
- Established and strengthened key collaborations and partnerships to benefit brand awareness
- Ensured annual Summer Reading Challenge In-kind media sponsorship resulting in \$200,000 each year