

SUMMER BOZEMAN

• communications & public relations professional •

EXPERIENCE

2023-Current

Communications & PR Consultant

Various Clients

- Leverage more than 15 years of experience as a communications professional to provide five current clients with custom media relations, brand development, copy writing, social media strategy and content, PR and various other communications services according to each client's needs
- Current clients include the YMCA of Coastal Georgia, the Georgia Alliance of YMCAs, Milton J. Wood Consolidated Companies, TravelHost Savannah, and the Jazz & Arts on Riverdale Festival (in Macon, Georgia)

2021-2023

YMCA of Coastal Georgia

Director of Communications & Marketing

- Develop and oversee comprehensive communications, public relations and marketing strategies and implementation of brand consistency for a dynamic ten-branch association serving eight counties in Coastal Georgia, and the YMCA Critz Tybee Run Fest annual event
- Oversee design and production of all communication and marketing materials for a variety of channels including print and digital advertising, brochures, newsletters, signage, speeches, media alerts and releases, website and social media content, video and other publications from concept to finished product
- Serve as message crafter, public relations spokesperson/adviser, and media contact for all branches and corporate office; administer and execute internal and external crisis communication planning, management, training and response
- Connect and organize content and message strategy between ten branches and association office; create and maintain overall message and content calendars across association departments to facilitate cross-departmental consistency in voice and activities
- Utilize audience data and measurement to inform persuasive and timely marketing and communications strategies
- Identify stories and create compelling content that conveys the influence of the Y's mission to drive maximum community impact and achieve membership priorities

2020-2021

Milton J. Wood Consolidated Companies

Communications & Marketing Specialist

- Copy writer, copy editor and brand manager for all collateral materials
- Website content producer and manager; producer and manager of all internal and external communications; manager of all media relations; producer of quarterly company newsletter

2016-2020

Visit Savannah/The Savannah Area Chamber of Commerce

Communications Manager

- Co-create and advocate for communications strategy, including message crafting, writing and proofing of marketing materials, and crisis communications
- Act as brand manager for the Chamber, Visit Savannah, Sports Council and Visit Tybee to ensure consistency of materials and voice across marketing platforms
- Write engaging pitches to media, press releases, digital and website content, reports, marketing copy, weekly newsletter, talking points, editorial content and any other necessary materials for communications department

2011-2016

The John S. & James L. Knight Foundation

Community Initiatives Program Assistant - Macon

- Research potential grant projects for Community & National Initiatives program, and vet grant-seekers ahead of meetings with Program Director
- Community manager for @KnightMacon social pages

2012-2016

Laurie Rowe Communications

Social Media & PR Manager

- Work with media to plan and implement press visits for various clients
- Manage communications for clients and the agency including writing press releases and editorial, digital/social media content, and community management

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ACCOMPLISHMENTS

- Published author of *Then & Now: St. Augustine* (Arcadia Publishing, 2009)
- Nominated for PR Week's 40 Under 40 2020
- Volunteer legal observer with the ACLU of Georgia; poll watcher/ballot adjudicator during 2020 Georgia audit/recount

EDUCATION

2007 • Flagler College | St. Augustine, Florida
Bachelor of Arts in Communications with emphasis on Public Relations

REFERENCES

RACHEL MEUSER BOWMAN
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Please feel free to contact any references at any time.