

JIM ORMOND

41 Mountain Avenue
Mount Kisco, NY 10549

(914) 666-2233
Email: ormondjim@hotmail.com

COMMUNICATIONS PROFESSIONAL

TOP-FLIGHT CAREER PROFESSIONAL with more than ten years' experience building high-profile organizations. Consistently enhanced competitive market positioning, won favorable media and customer recognition, and supported substantial revenue growth. Combines strong writing skills with strong planning, organizational leadership, and consensus building qualifications. Solid experience in publications, press relations, new media, and program development. Thrive in atmosphere of challenge, creativity and variety.

Professional qualifications include:

- ✓ Writer/Editor of Award-Winning monthly publication
- ✓ Public Affairs Specialist
- ✓ Media Relations
- ✓ Strategic Planning
- ✓ New Business Development
- ✓ Desktop Publishing / New Media
- ✓ Workflow Planning & Coordination
- ✓ Public Relations
- ✓ Press Liaison with significant record of placement in local and national media outlets
- ✓ Broadcast Technology
- ✓ Event Planning & Management
- ✓ Training & Development
- ✓ Market Expansion
- ✓ Performance and Profit Improvement
- ✓ Spanish Fluency
- ✓ Mass Media Communications

Achieved reputation for "... *the ability to handle complex topics thoughtfully, carefully, and with original ideas of his own*
... *one of the most capable I have seen.*"

Commended by producer of nationally syndicated radio show
"... *Jim stands in a class of his own!*"

VALUE OFFERED

- ◇ Organized, detail-oriented communications professional with demonstrated ability to successfully increase productivity and profitability.
- ◇ *Recognized for writing excellence*; winner of two writing prizes.
- ◇ Solid track record in gaining highly visible placement for press releases. Effectively fashion press releases so as to be most news worthy.
- ◇ Versatile, with diversified experience in networking, business development, market expansion, and training.
- ◇ Work well under pressure in demanding, time sensitive environments.
- ◇ *Achieved reputation* for "*getting the job done.*"
- ◇ Reputation for being highly creative with demonstrated abilities to *generate solid solution strategies.*
- ◇ Savvy business writer — profiled many Fortune 500 executives.
- ◇ *Recognized success in identifying the most efficient and effective method* for *achieving the targeted goal.*
- ◇ Demonstrated ability to *provide vision* and then *translate that vision into productive action.*

Even-tempered team player; work well with individuals on all levels; recognized for empowering subordinates. Known for exceptional tact and diplomacy.

PROFESSIONAL EXPERIENCE

December 1998 –
Present

WESTCHESTER ARTS COUNCIL, White Plains, NY

Arts News Editor for 35 year old publication

- ◇ Conceptualize, write, and edit monthly 16-page, tabloid sized Arts/Business publication with a circulation of over 100,000 for the largest arts council in New York State.
- ◇ Took leadership role in the editorial function of arts related stories and articles.
- ◇ Orchestrated development and execution of *Arts On The Sound*, an innovative tourism initiative, gaining sponsorship, both commercial and municipal.
- ◇ Facilitated strong cooperation among constituent organizations.
- ◇ Manage \$50k budget.
- ◇ Produce quarterly events calendar and organize special functions.
- ◇ Produced effective television commercial reaching 200 thousand homes in Metro, N.Y.

Selected Achievements:

- ◇ Recipient of the Advertising Club of Westchester's **Best Organizational Newsletter** 2003.
- ◇ **Clarion Award** from the Association of Women in Communications.
- ◇ Spearheaded Arts News being recognized with an award from the NYS Arts and Business Council as an **outstanding example of a Business / Non-Profit partnership**.
- ◇ Revitalized efforts to sell advertising space. Recognized for **leading the publication to profitability** for the first time in it's entire history.

Press Liaison

- ◇ Play key role in all aspects of media outreach including drafting press releases, arranging news conferences, and placing advertisements and stories in print and broadcast media.

March 1998 –
December 1998

JOHN DOBLE RESEARCH ASSOCIATES, Englewood, NJ

Senior Analyst

- ◇ Provided research and conducted highly developed focus groups nationwide on policy issues including healthcare, teen pregnancy, and criminal justice.
- ◇ Produced reports for elected officials, commissioners, department heads, and corporate executives.
- ◇ Conducted phone interviews and subcontracted additional interviewers.

January 1994 –
March 1998

OFFICE OF STATE ASSEMBLYMAN RICHARD L. BRODSKY, Albany, NY

Communications Director

- ◇ Coordinated all communications for busy legislative office representing 100,000 constituents.
- ◇ Developed and implemented well-received, statewide communications for the New York State Assembly Committee on Environmental Conservation.
- ◇ Wrote and designed four annual newsletters.

Press Secretary

- ◇ Wrote effective press releases on a diverse range of national, statewide, and local issues. Arranged press conferences, interfacing with reporters, scheduled Television and Radio interviews.
- ◇ Wrote guest columns for newspapers and magazines.
- ◇ Gave on-air radio interviews.

Legislative Assistant

- ◇ Oversaw healthcare and education legislative initiatives.
- ◇ Researched and provided effective written analysis of policy issues.
- ◇ Introduced new legislation.
- ◇ Worked with legislators, staff, and community groups to enact legislation.

Special Projects Director

- ◇ Wrote well-received newsletter on long-term healthcare issues.
- ◇ Organized extensive community meetings on the New York State Constitutional Convention and the \$1.75 billion Environmental Bond Act.

May 1993 –
December 1993

WAMC, Albany, NY

Assistant to the Producer / Reporter for this N.P.R. Affiliate

- ◇ Interviewed guests for nationally syndicated radio program.
- ◇ Effectively researched stories and wrote well-received scripts.
- ◇ Provided on-air reporting.
- ◇ ***Played significant role*** in helping “The Environment Show” ***expand to over 150 markets worldwide.***

EDUCATION

STATE UNIVERSITY OF NEW YORK, Albany, NY

Master of Arts: Philosophy

December 1993

STATE UNIVERSITY OF NEW YORK, Oswego, NY

Bachelor of Arts

Dual Major: Spanish / Philosophy

May 1991

Honors:

- ◇ Winner: Philosophy Graduate Essay Contest 1993
- ◇ Winner: Undergraduate Essay Contest 1991

Internships:

- ◇ The Charlie Rose Show
- ◇ CBS.Com

Semester Abroad: International Institute- Madrid Spain

REFERENCES

Excellent References Will Be Provided On Request