

Sadie D. Wilks, APR

Baton Rouge, Louisiana • 225.788.6215 • lsuprwmn@gmail.com

SUMMARY OF QUALIFICATIONS

Extensive background in communication and public relations including: writing/editing; organizational communication; grant writing and administration; publication management, design/layout, and publishing/distribution; project management and special events coordination; website development and social media management; budget planning; volunteer recruitment and training; and database management.

EDUCATION

B.A., Mass Communication

Louisiana State University, Baton Rouge, Louisiana • December 1998
Concentration: public relations • Minors: history, political science

ACCREDITATION

Accredited in Public Relations (APR) • July 2009 – present

CAREER EXPERIENCE

Instructor, public relations area (Aug. 2015 – present)

LSU Manship School of Mass Communication, Baton Rouge, Louisiana

- Courses taught include Public Relations Writing, Introduction to Public Relations and Public Relations Campaigns (Capstone course)
- Serve as faculty adviser to Public Relations Student Society of America

Vice President – Administration & Communication (Sept. 2006 – July 2015)

Louisiana State Medical Society (LSMS), Baton Rouge, Louisiana

- Develop, implement, and evaluate public relations campaigns, coordinating efforts with other LSMS departments such as government relations and membership. Identify potential partners at the state and federal level to coordinate efforts as appropriate.
- Serve as managing editor for all LSMS publications: including Capsules member newsletter; Journal of the Louisiana State Medical Society, a peer-reviewed, scientific journal; and www.LSMS.org.
- Organize annual meeting, special events, and programs as needed, including logistics, communication, promotion, and sponsorships.
- Prioritize and coordinate projects and tasks for full-time, departmental employees who create promotional materials, e.g., newsletters, fliers, and brochures.
- Identify potential grant opportunities and write proposals accordingly; manage funded grants as appropriate. Grant awards have varied from \$2,500 to \$50,000.
- Coordinate planned media relations campaigns and schedule interview requests from media, averaging approximately 40 interviews per year.

Executive Director (Sept. 2004 – July 2006)

Avery Arts Council, Banner Elk, North Carolina

- Managed financial aspects of organization, e.g. grant writing and administration.
 - Grant income more than doubled during my tenure from approximately \$10,000 to over \$20,000 in 2005-06.

- Organized special events and programs as needed.
- Created promotional materials, e.g. website, media releases, newsletters, fliers, and brochures, for programs and volunteer recruitment.
- Revived and re-branded the Artists Forum, the organization's newsletter.
- Provided leadership and administrative support for volunteer board of directors.

Coordinator of Volunteer Services (Nov. 2001 – Aug. 2004)

Division of Natural Resources (DNR), Athens-Clarke County Leisure Services Department, Athens, Georgia

- Recruited, trained, and supervised youth and adult volunteers for all DNR facilities.
- Assisted with special events and programs.
- Created promotional materials, e.g. website, media releases, newsletters, fliers, and brochures, for programs and volunteer recruitment.
- Managed the development and maintenance of DNR's website.
- Designed new quarterly reports to monitor volunteer activity.
- Computerized system to track donated volunteer hours.
- Initiated a strong recruiting effort to bring in groups of volunteers.
- Re-organized and administered volunteer awards program.
- Updated and maintained volunteer database for three separate facilities that had approximately 400 active contacts.

Senior Communications Specialist (Feb. 1999 – Aug. 2001)

Catholic Life Insurance, San Antonio, Texas

- Assisted vice president of marketing/communications with writing and editing the quarterly publication, Catholic Life magazine.
- Organized and promoted special events and fundraisers.
 - Recipient of Award of Excellence from the Association for Women in Communications, San Antonio Professional Chapter, for Public Relations: Special Events in May 2001 for Join Hands Day
 - Recipient of Award of Excellence from the Association for Women in Communications, San Antonio Professional Chapter for Public Relations: Special Events in June 1999 for Flag Day Celebration
- Created promotional materials, e.g. brochures, inserts and fliers.
- Initiated contact with media on behalf of sales representatives and agents.
- Acted as spokesperson in the absence of senior vice presidents.
- Managed and promoted three scholarship programs.

PROFESSIONAL AFFILIATIONS

- Contributing Writer, Nonprofit Communications Report
 - Motivate young communicators to excel (April 2014)
 - How to get better marketing results with fewer resources (Nov. 2012)
- Member, Public Relations Society of America (June 1999 – present)
- Member, Public Relations Association of Louisiana (Jan. 2007 - present)
 - 2013 Senior Practitioner Award
 - 2012 PRAL First Circle Award
- Member, American Association of Medical Society Executives (Jan. 2007 – July 2015)
- Member, Louisiana Society of Association Executives (Jan. 2011 – present)