**Melanie E. LeMay**

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**Skills and background**

Professional writing and editing

Marketing and public relations (corporate, public and higher education)

Military (USAF) and government (FEMA) public affairs

Sales of products and services (corporate)

Community relations (non-profit, higher education)

Graphic design and photography

Teaching and training (high school, college, adult education)

Special events planning and production (non-profit and education)

Fundraising and grant writing (non-profit, higher education)

Medical office and storage facility management (privately owned)

**Experience**

**Federal Emergency Management Agency (FEMA), Federal Department of Homeland Security**

**Alabama Joint Field Office, Birmingham, AL. June 2011 to October 2011, and February 2012**

***DAE - Writer/research analyst, External Affairs, Region IV.*** For Alabama disasters in April 2011 and January 2012, established and maintained short and long-term recovery efforts. Began as local hire and then hired on as an official Disaster Assistance Employee (Reservist).

***Responsibilities and Results***

 Helped plan and execute a large statewide summit meeting, an expo and a series of workshops on safe-room construction and funding. Tasks included writing talking points, fact sheets, press releases and newsletters. Design work included newsletters, digital billboards and posters.

 Wrote articles for FEMA publications showing collaborative efforts among various departments of external affairs to film public service announcements by Mark Ingram, Taylor Hicks, and other Alabama celebrities.

 Collaborated on video shoot for national story on Alabama’s model program to make emergency evacuation, safe room construction, recovery center and funding processes accessible to persons with disabilities.

 Served as liaison between External Affairs and the Hazard Mitigation Division, becoming the “go-to” person in EA for all questions about Mitigation programs.

 Helped establish external affairs systems from startup after the January 22-23 tornadoes, moving from the temporary operating center in Clanton to the JFO in Pelham. In addition to regular writing, assisted the Disabilities Integration Manager in preparing a presentation for the chief officer and also ghost-wrote blogs for the chief officer to appear online on FEMA’s website.

**Panorama Public Relations and Life & Style Public Relations, Birmingham, AL. On contract.**

***Senior contract writer and strategy specialist.*** At various times, served as account manager and/or copywriter for key accounts, including Belk, BioStat International, Nucor, and Klone, Inc., using Basecamp as a project management tool.

***Responsibilities and Results***

 Handled writing and presentation design for a major RFP presentation for Belk corporate. Planned and managed local Belk charity presentations, including news coverage and coordination with Belk and non-profit executives participating.

 Wrote and/or revised marketing presentations, product-launch documentation, news releases and Web copy for clients in industries ranging from biotechnical to manufacturing to service providers.

 Wrote copy and established tone for a start-up branch of Panorama PR, Life & Style Public Relations, working closely with agency owner to target specific high-end lifestyle companies.

**Acton Road Self Storage, Birmingham, AL. September 2009-December 2010**

***Marketing and facility manager.*** Sole manager of 593-unit three-story state-of-the-art facility, including marketing, rentals, records maintenance, payment processing, running facility-specific software for occupancy and security.

**Results**

 Increased occupancy, on average, about four percent per month.

 Established referral relationships with area moving companies, apartment resident managers, and businesses.

 Cultivated new tenants and referral sources through networking groups.

 Created ARSS visual brand and supporting Web site, referral forms, note cards, informational forms and displays

**Hand-In-Paw, Inc. Birmingham, AL. 2008-2009**

***Marketing Coordinator*.** Media relations, writing, graphic design, Web site maintenance, photography, speech-writing, grant presentations. Design and print production for special events and public outreach. Production for volunteer communication, including newsletters and e-news.

**Results**

 Unprecedented media coverage for programs other than special events.

 Introduction of new media venues, including YouTube, Constant Contact and TalkFusion.

 Redesign and image change for HIP Web site and promotional materials.

 Successful story pitches and relationship-building with target audiences, including media, other nonprofits, potential volunteers, current volunteers, donors, and potential donors.

**Cubic Defense Applications Group. Maxwell Air Force Base, AL. 2006-2008**

***Multimedia Specialist.***Storyboarding, editing and programming interactive distance-learning modules for Air Force officers. Extensive use of Flash, Java script, and Dreamweaver to convey complex military concepts in text and graphics.

**Results**

 New interactive online courses for USAF officers on written communication as well as new program for Warfighter Developmental Education (WDE).

 Promotional materials for WDE, including brochures, DVD jackets, presentations and talking points, trade show displays.

**Legal Services Alabama State Headquarters. Montgomery, AL. 2005-2007**

***Communications Specialist.*** Media relations, serving as official spokesperson. Graphic design and photography. Communications training for staff. Fundraising, grant-writing, speech-writing and presentations for state, regional and national conferences.

**Results**

 LSA’s first statewide audit for internal and external communications.

 Graphic concept and designs for LSA’s first professional public awareness print and display materials.

 Articles and presentations for LSA’s executive director for national legal publications, the LSA Board, and the Alabama and American Bar Associations.

 Successful pitches for organization events to state media, with unprecedented coverage.

**Civil Air Patrol National Headquarters. Maxwell AFB, AL. 2002-2005**

***Public Relations Manager.*** Crisis communication, public relations, media relations, and training for 700+ volunteer CAP public affairs officers nationwide.

**Results**

 National media exposures increased four-fold in first year, up to 40M by 2005.

 Prime-time coverage on CNN, January/May 2005.

 Articles placed in national publications: *Air & Space Smithsonian, Flying, Aviation Week & Space*

*Technology, Aviation for Women, Boston Globe, New York Times, Atlanta Journal-Constitution.*

 Public affairs and media training for national, regional and state conferences; training rated

highest of all delivered during 2005 Commanders Course.

 Establishment as “go-to” writer for high-level headquarters publications, including executive

speeches and annual report to Congress.

**Additional career experience**

**Writing and editing - Communications consulting**

*Clients* Southwest Airlines, USX, Vulcan Materials and Vulcan Chemicals, U.S. Postal Service, Southern Company Services, Panorama Public Relations, GTE West, Electronic Healthcare Systems, Peter A. Land & Associates, Ina Stone, University of Alabama at Birmingham, Samford University, Legal Services Alabama, Marketing 24/7, Inc., First Alabama Bank, Guy Arello Design, Straight Furrow Productions

*Publications*  *Southern Living, Plane & Pilot, Lipstick, Executive Female, FEMA Weekly, Secretary, Birmingham Magazine, Birmingham Business Journal, Central Alabama Business Journal, Business Alabama Monthly, Hospital News of Central Alabama, Child Times*

*Deputy Editor*  Opelika-Auburn News. Opelika, AL

*Office Manager, Medical Editor, Media Liaison*

C. Orian Truss, M.D. and the Critical Illness Research Foundation. Birmingham, AL

*Copy Editor* *Birmingham News.* Birmingham, AL; *Opelika-Auburn News,* Opelika, AL;

*Florence Times-Tri-Cities Daily*. Florence, AL

**Sales**

*Sales Representative (North Alabama)* Houghton-Mifflin (McDougal-Littell Division). Boston, MA

*Manager, Marketing Support* Bellsouth Services. Birmingham, AL

*Director, Marketing* Dunn-Rowan, Inc. Technical Writing. Birmingham, AL

**Fundraising - Grant writing - Community relations**

*Capital Campaign Manager* Howard Payne University. Brownwood, TX

*Grant Writer* Legal Services Alabama, Hand-In-Paw, Inc., Curry & Curry LLC

*Community Relations/Speechwriter* Jefferson State Community College. Birmingham, AL

**Teaching and training**

*Trainer, communication skills.* Family Guidance Center, National Banking Institute. Birmingham, AL

*Adjunct Instructor (English).* Samford University, Howard Payne University

*Teacher,*

*English, journalism, creative writing* Mountain Brook, Hoover, and Shelby County Schools. Birmingham, AL

**Education**

M.S. English and Education Samford University. Birmingham, AL (GPA 3.0/3.0; 18 total graduate hours in English with 12 additional hours from University of Alabama Birmingham)

B.A. English and Education University of North Alabama. Florence, AL (Valedictorian)

**Software skills**

Photoshop, Flash, PageMaker, InDesign, Microsoft Office (particularly Word, Power Point and Publisher), Outlook, newspaper-specific layout programs (PC and Mac), SiteLink storage facility management, Visio and Basecamp project management systems.

**Awards**

Network Birmingham Woman of the Year, 2010 and 1994

*Birmingham Business Journal* Top 40 Under 40

Birmingham Jaycees Outstanding Young Citizen Award

Birmingham's Elton B. Stephens "All That's Magic" Award for nonfiction writing

Paul W. Scheid Award for graduate study in English; Mountain Brook City Schools

**Awards (continued)**

Keller Key (Valedictorian) and Turris Fidelis Award (for outstanding service to the University) upon graduation from UNA, only the second graduate ever to win both awards

**Professional affiliations**

American Society of Journalists and Authors, New York; Network Birmingham (Board of Directors); National Association for Female Executives, New York; BellSouth Telecommunications Alabama Consumer Advisory Panel; Public Relations Council of Alabama; The Women’s Exchange

***Current U.S. Federal Government Secret Clearance***

***Currently ranked Band 1 on Alabama Personnel Board’s state examination for public affairs officers***

***Willing to relocate |Professional and personal references available on request |Online portfolio at melanielemay.com***

Melanie LeMay – Resume 2012

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