

Stefanie Long

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EXPERIENCE SUMMARY

Executive Communications
Project Planning & Management
Crisis Communications
Organizational Strategy
B2B & B2C Writing
Storytelling
Website Planning & Management
Website Editing (WordPress, Webflow)
Business & Marketing Plan Development
Meeting Facilitator

Branding & Brand Management
Internal Communications
Digital Marketing & Social Media Management
Presentation Design & Development
Event Planning & Management
Media Relations & Spokesperson
Video Project Development
Copyediting
Advertising Strategy & Development
Speech Writer & Speaker Coaching

WORK HISTORY

Director of Communications

Eagle Ranch – Flowery Branch, GA (September 2008-Present)

Executive team member of non-profit leader in restoration of struggling children and families. Leads team for digital, print and event-based marketing, branding, and succession communications.

Marketing and Public Information Manager

City of Tallahassee – Tallahassee, FL (November 2005-October 2007)

Key member of communications team for city government. Managed public information and web development teams. Assisted city officials and departments with media, events, and speeches.

Vice President, Client Services

The Haystack Group – Marietta, GA (October 2003 – September 2005)

Research, branding and communications agency serving global, national and regional clients in healthcare, consumer products and business services. Provided client counsel and strategic planning for internal and external communications, executive media/event coaching, brand management, and team management.

Vice President, Corporate Communications

MS&L – Atlanta, GA (May 1999-October 2003)

Leading international public relations firm. Senior member of B2B Corporate Communications team. Managed teams and budgets for global accounts of more than \$2.5 million annual agency fee revenues.

Senior Account Executive, William Mills Agency - Atlanta, GA (1998-99)

Stringer/Staff Writer, Charlotte Observer - Charlotte, NC (1996-98)

Editor/Writer, The Moscow Tribune – Moscow, Russia (1995-96)

EDUCATION

Master of Liberal Arts (Creative Writing), Winthrop University
Bachelor of Arts (Journalism), The Ohio State University