

# ANGELA N. MAY

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## MARKETING COMMUNICATIONS / PUBLIC RELATIONS

Creative, results-focused professional in marketing communications and public relations within the government and professional sports sectors. Successful track record in developing and implementing targeted initiatives that strengthen market position and promote positive brand awareness to facilitate organizational growth and success. Highly effective at developing trusted relationships with internal and external customers.

### *Key areas of knowledge and experience:*

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|---------------------------------|----------------------------------|-------------------------|
| • Total Communications Strategy | • Community Relations            | • Crisis Communications |
| • Media Relations               | • Publicity and Event Management | • Writing and Editing   |
| • High-Impact Presentations     | • Collateral Development         | • Fundraising           |
| • Program Development           | • New Product Rollout            | • Staff Supervision     |

*Technology Snapshot: Microsoft Office 2007, Roxio Media Creator 9, Adobe Photoshop, Quark Xpress 7.0*

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## PROFESSIONAL EXPERIENCE

### **Nashville Career Advancement Center (NCAC)/Metropolitan Government of Nashville – a regional workforce development agency, Nashville, TN** **2002- Present** *Communications Director*

Develop and execute regional marketing communications plans and initiatives that project a uniform brand image within a 67K budget to include media relations, advertising, collateral material and special events.

- **Strategic Communications:**
  - **Media Relations:** Maintain proactive relations with local print and broadcast media to promote active coverage of initiatives
    - Enhanced relations with reporters through in-person briefings that resulted in 145 positive media hits in 2006.
    - Increased publicity by 50 percent through press releases and media advisories
  - **Advertising:** Placed \$50K+ advertisements in local newspaper, radio and television within targeted region
  - **Collateral development:** Write, design and layout publications such as brochures, booklets, flyers, folders, Board newsletter, PowerPoint Presentations, note-pads, pens and agency Web Site [www.NCACWorkforce.org](http://www.NCACWorkforce.org)
  - **Event Planning:** Planned special events including Rising Young Worker Awards, speaking engagements, staff training; Evaluated effectiveness through surveys online and using opinion meter at meetings
- **Crisis Communications:** Developed and implemented crisis communications plan that supported Mayor's Crisis plan.
- **Management Support:** Advised management and board members on emerging trends to formulate strategies that will strengthen market position.
- **New Product Rollout:** Facilitated research, production and marketing for two reference books and matching web sites that provide information for recruiting workers to the Health Care and Teaching industries [www.HealthCareCareerMap.org](http://www.HealthCareCareerMap.org) and [www.TeachingAsACareer.org](http://www.TeachingAsACareer.org)

### **Nashville Predators Hockey Club** *Community Relations Assistant*

**May 2000 – November 2002**

Developed five new programs that supported non-profit organizations and schools while raising money through special events to give back to the community through the Predators Foundation.

- **Fundraising:** Planned events including "Slap Shots & Tee Shots golf tournament (raising avg. \$45,000), Game Night Silent Auction (\$60,000) and The Unmasked Ball (\$100,000).
- **Grant distribution:** Organized applications, allocated money (\$200,000)

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**PROFESSIONAL EXPERIENCE**


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**(Continued)**

- **Feature Writing:** Wrote stories in the Saber Tooth Times, feature video for in-game presentation and Unmasked Ball.
- **Program development:** Created and implemented four community programs with elementary, middle and high schools to include:
  - “*Stick to Reading = Succeeding*” – An incentive program for five elementary schools each year to win an ice cream party hosted by a Predators player.
  - Partnership with Hunters Lane High School through the Pencil Foundation offering unique opportunities such as “*Sportswriter for a Day*,” hockey clinics, player speaking engagements and the donation of game tickets and autographed items for fundraising.
  - Yearlong partnership with Metro Public School Board to coordinate an art and essay contest involving all Metro middle school students. Over 400 entries were received.
  - Coordinated logistics of the Cool School game where 17,000 middle school students are invited to a pre-season educational hockey game. Educational elements include math, science, geography, reading and writing.
  - Managed the Give & Go program that includes the distribution of tickets to charities and all out-going donations (autographed memorabilia, tickets and promotional items), responding to thousands of requests from companies and non-profit organizations.

**Kiel Center and St. Louis Blues Hockey Club, St. Louis, MO      August 1999 – April 2000**  
 Marketing Intern

Executed high-visibility publicity for hockey, concert and family show venue. Plans included press releases, press kits, feature stories, interviews, media drops, publicity events, and media advisories.

**Event Management:** Managed on and off-site event publicity, including advance character or performer appearances, and live or taped radio and television interviews for various events such as Sesame Street Live “Big Bird’s Sunny Day Camp Out,” Harlem Globetrotters, Disney on Ice Celebrates 75 Years of Disney Magic.

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**EDUCATION**


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**Webster University, School of Communications****Bachelor of Arts, Public Relations****Graduated December 1999, 3.84 Cumulative GPA**

- Silver Quills Award – Public Relations Water Tower Campaign 2000
- Dean’s List honors – Fall 1998 and 1999
- Developed Stray Rescue St. Louis, a 501(c)3 non profit organization
- Planned Webster University’s 11<sup>th</sup> Annual Media Excellence Awards in special events class
- Organized entertainment groups for Compton Hill Water Tower Centennial Festival and assisted with other festival committees in public relations campaigns class

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**ADDITIONAL INFORMATION**


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- Homeland Security training through Metro and State departments - 2006
- Winner of the highest honor *Gold Pen Award* from *International Association of Business Communicators* – 2005
- Member of Public Relations Society of America (PRSA) – 2004 to present
- Student member, International Association of Business Communicators (IABC) - 1999
- Actively involved, Public Relations Society of America (PRSA) – 1997-1999
- Member, Board of Directors for TN Sled Hockey Association – 2000

*References and Portfolio Available Upon Request*