

Patricia “Trish” Williamson

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Objective:

To apply my skills and enthusiasm to build community awareness and increase the sales of The Summerlin Life & Health Insurance Company.

Education:

University of Maryland, College Park, Maryland, graduated with a Bachelor of Arts Degree.

Summary of Qualifications:

- Experienced in public relations, marketing, advertising, business development, print and broadcast media placement, planning special events, lobbying and sponsorship sales.
- Skilled in editing, writing and managing publications, developing annual reports, brochures, press releases, newsletters, event scripts and direct mail campaigns.
- Valuable contacts with print and broadcast media, corporate and non-profit sectors.
- Proven track record in organizing charity galas and developing sponsorship support.
- Secured two interviews with President Bill Clinton which were published in *Naval Affairs*, a flagship publication representing US Navy, Marine Corps and Coast Guard personnel.
- Energetic, focused, personable, professional, organized, self-motivated, detail orientated, team player, computer and technologically savvy.

Professional Experience:

2005 To Present

**President, Owner
Las Vegas Public Relations, Las Vegas, NV**

Responsible for a complete public relations, marketing, branding strategy for local, national and international clients. Duties included developing press releases, articles, brochures, web copy and special events. Also represented clients in public forums and trade shows.

- Negotiated a \$360,000 contract with local ABC affiliate for major international client. Secured a 30-minute documentary which aired on Home and Garden Television (HGTV), a nationally syndicated TV show.
- Arranged agreement with Affinity Group Inc.’s *Good Sam Club* which provided client access to 2 million potential product users.
- Opened Reno and Las Vegas *Catch A Rising Star Comedy Clubs* at Silver Legacy and Mandalay Bay Resort Group and provided national public relations and marketing support.
- Secured full page articles in the *Las Vegas Sun*, *Las Vegas Review Journal*, *The Business Press* for clients.

June 2003 – March 2005

**Principal and Co-Owner
Charles Gruwell Design, Las Vegas, NV**

- Awarded a design contract worth \$1 million based on strategic marketing strategies.
- Developed and implemented public relations and marketing strategies to build awareness and develop new clients.
- Placed articles in *Architectural Digest*, *Interior Design* and *Hospitality Design* magazine highlighting the firm.

September 2001- March 2003

**Director of Fundraising & Public Relations
American Red Cross, S. NV, Las Vegas, NV**

- Planned and directed fund-raising activities; solicited major donors, corporate donations.
- Devised and implemented a marketing and public relations strategy to include writing annual reports, press releases, newsletters, direct mail campaigns and special events.
- Created a Crisis Media Plan immediately after the 9/11 Terrorist Attacks and managed the flow of \$4 million in donations to Red Cross Headquarters.
- Wrote and produced an award winning corporate video.

December 1997- Sept. 2001

**Director of Public Relations
Las Vegas Chamber of Commerce, NV**

- Created and implemented the first publicity and media relations strategy for third largest U.S. Chamber.
- Developed strong alliances with local and national print and broadcast media to promote Chamber leaders and programs. Obtained major news coverage in the *Las Vegas Review Journal*, *The Business Press*, *In Business*, *The Ralston Report*, *USA Today* and Chamber trade publications.
- Assisted in planning and implementing *Preview Las Vegas*, the Chamber's annual business event. Scored an all time record for 2000 Preview coverage, including 14 broadcast segments. Brought in Grammy-winning singer Lee Greenwood to open the event at no cost.
- Secured a \$3,000 sponsorship to host media table at Chamber events.
- Created *The Inside Track*, a publication for Chamber's Board of Advisors and President's Club.
- Researched and wrote a history of the Chamber which was published in *Las Vegas Review-Journal*.

Community Activities/Professional Organizations:

Community: American Red Cross, The Lili Claire Foundation, The Arthritis Foundation, American Heart Association, NEWH (The Hospitality Industry Network), Board member; Co-Chair, NEWH HOSPY Awards Gala; and National Center for Missing and Exploited Children.

Professional: Board of Directors, Working in Communications; National Association of Women Business Owners; American Association of Fundraising Professionals, Public Relations Society of America, Diamond Star Networking Events, The Stirling Club, The Social Register.

References and Client List Available Upon Request