

Dana McPherson

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PROFESSIONAL EXPERIENCE

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| March 2008 – Present | 352 Media Group
<u>Project Manager</u> <ul style="list-style-type: none">• Lead the project team through the project workflow towards the completion of a web development project.• Manage client budgets and communicate with clients as needed.• Write functionality plans for client projects.• Manage team members and distribute their assigned tasks.• Ensure projects stay within scope. Facilitate change orders or communication with the client if there is scope creep.• Coordinate and schedule internal team development meetings, and external meetings with clients when needed. | Newberry, FL |
| May 2003 – Present | Insights Marketing
<u>Media Relations (Freelance)</u> <ul style="list-style-type: none">• Responsible for creating press materials for media distribution (press releases, media alerts, photo opportunity alerts).• Storyboard, edit and produce sponsor fulfillment videos for the agency.• Update Social Media avenues with company updates.• Coordinate interview schedules for agency clients to promote planned events (celebrity weekends, community service efforts, and general interviews).• Create “talking points” format for agency clients to assist with their interviews. Prepped clients prior to their interviews.• Pitch story angles to press.• Responsible for receiving media credential requests for events and determining which media will cover events. Managed media and interview requests at events.• Responsible for submitting comprehensive post-event publicity evaluations to client. | Atlanta, GA |
| May 2006 – March 2008 | American Cancer Society
<u>Community Representative</u> <ul style="list-style-type: none">• Staff partner for the following events: Cattle Barons’ Ball, Cure by Design, Relay For Life Alachua/High Springs, and Relay For Life Hawthorne.• Recruited, coordinated and trained volunteers for their assigned areas of responsibility.• Responsible for managing key volunteers (ex: event and sponsorship chairs) in their event roles.• Coordinated committee meetings with event chairpersons to lead volunteers to achieve organizational and event goals.• Maintained and strengthened staff and volunteer partnership team.• Adhered to company’s event standards and best practices.• Assisted in income projections for priority special events. | Gainesville, FL |
| Oct. 1999 – May 2006 | University of Florida Athletic Association
<u>Assistant Director of Marketing</u> <ul style="list-style-type: none">• Responsible for creating and implementing comprehensive strategic marketing and promotional plans for volleyball, men’s basketball, women’s basketball, men’s and women’s track & field, men’s and women’s swimming & diving, men’s and women’s golf and baseball.• Managed budgets for assigned sports (total approximately \$200,000).• Disseminated contractual information internally and between corporate marketing partners.• Tracked proof of performance on select promotions (Milk Challenge presented by Blockbuster Video, Super Six Challenge).• Directed special presentations at events (athlete senior days, athletic milestones, booster recognitions etc.).• Responsible for in-game atmosphere at events. Directed the PA announcer, band, spirit squads and game day marketing staff for best possible presentation to fans.• Created sales and marketing collateral designed to increase season ticket holders for gymnastics, women’s basketball and volleyball.• Responsible for developing print materials which include determining designer, writing copy, ensuring pre-press is correct and proofing blue-lines for final production.• Supervised two full-time interns, as well as multiple student volunteer staff.• Conducted weekly meeting with marketing support staff.• Organized hospitality events for NCAA, SEC and regular-season athletic events held on UF’s campus which included working with caterers to determine meals; solicit donations from local vendors to provide hospitality items. Also planned and organized banquets each season for Baseball and Men’s and Women’s Golf. Oversaw banquet efforts for some post-season events.• Served as a host in the Marketing sponsor suite for each home Gator football game. | Gainesville, FL |

- Attended weekly internal and external affairs staff meetings to update staff on upcoming promotions and events.
- Interpreted and enforced the marketing guidelines and regulations of the NCAA and Southeastern Conference.
- Ensured sponsorship fulfillment included in corporate partners marketing agreements through: in-game promotions (Dodge Series Shootout, SunTrust Dash for Cash, Wendy's Serve & Win, etc.); event sponsorships (game day sponsorships and recognition); media placement (proper placement of logo in ads, posters, recognition via broadcast mediums); community outreach programs (developed programs and promotions to enhance sponsor's exposure through community relations, ex: She Got Game, Beyond the Net).
- Hired and supervised public address announcers for swimming and track and field home events.
- Assisted with strategies for season-ticket campaigns (women's basketball, gymnastics, volleyball and baseball).
- Responsible for the promotion which led to the largest single home attendance for women's basketball (Florida vs. Tennessee, Jan. 11, 2001, attendance: 12,222), in addition to four other games that make up the Gators' top 10 home attendance marks.
- Served as the Team Administrative Coordinator for women's basketball for the SEC Women's Basketball Tournament.
- Served as the liaison to the Lady Gator Golf Booster Club for the UAA.
- Served as the Marketing contact for NCAA and SEC Championship events held on UF campus.
- Served as the Marketing contact for post-season travel with select teams.

Dec. 1995 – Oct. 1999

AndersonLucas Advertising
Account Executive

Atlanta, GA

- Managed status and deadlines of all agency projects (Clients included ACVB, AAA, and local and regional hotel properties)
- Worked with the art director on all agency design projects by communicating the client needs for design pieces.
- Developed copy for radio and print advertising and negotiated media placement with print, and radio outlets.
- Created and pursued co-op advertising opportunities for clients.
- Wrote, edited & proofed copy for design collateral pieces (brochures, rack cards, etc.) and advertisements.

July 1996 – Aug. 1996

Atlanta Olympic Games, Basketball Production
Special Events Coordinator

Atlanta, GA

- Organized on-court appearances of pre-game presentations and team introductions.
- Assisted with staging medal award presentations.
- Worked with game management staff to ensure competing teams are at the court according to timing format.

Sept. 1994 – June 1995

Orlando Magic
Media Relations Intern

Orlando, FL

- Wrote monthly column, "Neighborhood Notes" for Magic Magazine.
- Coordinated special events (Media Day at the Magic, etc.).
- Wrote press releases.
- Interviewed the Head Coach for post-game quotes.
- Compiled daily news clippings from several state-wide newspapers and distributed them to key staff.
- Assisted with media game day responsibilities (media check-in, media seating, stat distribution, post-game duties).

June 1994 – Aug. 1994

Florida Department of Labor, Office of Communications
Information Specialist

Tallahassee, FL

- Researched and wrote copy for press releases.
- Assisted Press Secretary with press conferences.
- Compiled daily news clippings from several state-wide newspapers and distributed them to key staff.

EDUCATION

April 2010

Santa Fe College
A.S. Digital Media Technology, Concentration – Interactive Media

Gainesville, FL

December 1993

Florida A&M University
B.S. Journalism, Concentration – Public Relations

Tallahassee, FL

References

Jeannette Baer
Primary Color
President
1731 NW 6th St., Suite H
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352.331.8860

Martin Salamone
University Athletic Association
Director of Marketing
P.O. Box 14485
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352.375.4683, ext. 6639

Keshia Walker
President
Insights Marketing
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404.229.2881

Bryn Warner (former Executive Director of the North Central Area for the American Cancer Society)
Director of Annual Support
The Hospice Foundation of the Florida Suncoast
5771 Roosevelt Blvd
Clearwater, Florida 33760
727.417.5532