

*Work History*

*Manager, Media Relations (3/08–Present) AutoTrader.com, Atlanta, GA.*

- Serving as principal point-of-contact for all automotive media, advertising media and industry analysts, with duties including the coordination of interviews with AutoTrader.com executives and experts, and attendance at industry and analyst conferences as the AutoTrader.com spokesperson.
- Responding to media requests for specific consumer shopping data, as well as developing story ideas based on the discovery of emerging trends through regular analysis of our data and the market as a whole, with resulting media coverage including placements in the *USA Today*, *BusinessWeek*, *Dallas Morning News*, *Detroit Free Press*, *Forbes.com* and *CNN-Money*.
- Leading creation and implementation of strategy for new media outreach, including developing relationships with key influencers, monitoring up-and-coming social networking trends, and generating responses to comments and complaints about AutoTrader.com on forums, blogs, social networking sites and microblogs (Twitter).
- Creating competitive messaging to measure AutoTrader.com against other online media properties such as *Cars.com*, *Google* and *Yahoo!*, and utilizing this messaging in an ongoing media campaign designed to reinforce AutoTrader.com's position as the segment leader.

*Account Executive (10/05–3/08) Brandware Public Relations, Atlanta, GA.*

- Administrated day-to-day media relations activities for multiple clients including XM Satellite Radio, *Consumer Reports* and The Tire Rack, including writing and pitching press releases and announcements; developing Q&As, briefing books and talking points; and managing events on-site at industry trade shows attended by international media.
- Developed and pitched compelling story ideas for clients, resulting in prominent media placements in publications such as *USA Today*, *The Wall Street Journal*, *The New York Times* and *The Washington Post*.

*Independent Consultant (9/99–10/05) Driven By Design LLC, Washington, DC.*

- Led the research and creation of online and print marketing strategies and campaigns for the promotion of both new and existing programs, conferences, publications and initiative launches for over 50 professional associations, political organizations and corporations including Ford Motor Company, The National Association for the Advancement of Colored People (NAACP), the Consortium for School Networking (CoSN) and The American Bar Association (ABA).
- Utilized organizational web presences to gather demographic information for tailoring content to audience interests and conducting market research, leading to increased participation within the organizations themselves.
- Designed and developed over 30 websites from scratch, including determining technology requirements; creating information architectures; copywriting content; developing back-end components; integrating databases; designing of front-end interfaces; and performing usability and functionality testing.
- Maintained client relationships and managed internal and external contract negotiation and project management.

*Associate Consultant (10/98–9/99) Litton Enterprise Solutions, McLean, VA.*

- Developed business-to-business electronic trading engines and customer databases with specialization in online community and relationship development.

*Software Engineer (12/97–10/98) Bell Atlantic Information Systems, Arlington, VA.*

- Software developer and team leader for two full-time employees and ten independent contractors who served as company-wide computer support technicians.

*Chemist/Computer Specialist (5/94–12/97) United States Department of Agriculture, Beltsville, MD.*

- Served as lab manager and field sampling supervisor, charged with collecting and performing statistical analysis of physical samples to test and validate experimental equipment.

### ***Education***

*Bachelor of Science with Honors, Chemistry, University of Maryland, College Park, 1996.*

### ***Publications & Presentations***

Gluckman, B., C. Hapeman, and C. Rice. (1997) *Quantitation of  $\beta$ - to  $\alpha$ -endosulfan Conversion during HLC Measurements*. Society of Environmental Toxicology and Chemistry, 18th Annual Meeting. Abstract # 230, pg 46.

Poster, D., B. Gluckman, T. Quinn and C. Rice. (1997) *Evaluation of an Atmospheric Dust Collector for the Measurement of Organic Contaminant Deposition*. Society of Environmental Toxicology and Chemistry, 18th Annual Meeting. Abstract # PTP064, pg. 208.

### ***Volunteer Work***

*Atlanta Episcopal Diocese Anti-Racism Commission (3/07 – Present)* Managing publicity within the Diocese as well as outreach to local Atlanta media for the work of the Commission and events it sponsors.

### ***Professional References***

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