

Summary:

I take an integrated, holistic approach to communications, informed by 30 years of traditional marketing and public relations experience along with hands-on experience across the digital communications spectrum. I amassed a wealth of big-brand experience at public relations agencies in the Havas network, supporting clients ranging from start-ups to Fortune 500 global corporations. I went on to serve as the in-house Director of Marketing, driving the successful turnaround and rebranding of one agency as well as the branding and launch of another. Then, bookmarked by years of freelance public relations, content creation, and copywriting work, I served as the Marketing Director of a fee-for-service nonprofit destination, where I revitalized the brand and set multiple records for membership and program sales. Currently I am working as the Director of Communications for a grassroots environmental justice nonprofit. My strengths include writing, content creation, media relations, and managing both people and projects.

May 2018 to Present

WE ACT for Environmental Justice / environmental nonprofit / New York, NY

Director of Communications for a grassroots nonprofit that addresses environmental injustices through research, organizing, advocacy, and policy initiatives at the city, state, and federal levels

- Report to the Executive Director, serve as a member of the Executive Team, and supervise a Communications Manager based in our Washington, DC Federal Policy office
- Provide communications counsel, digital communications, experiential, media relations, and thought leadership support for advocacy, community engagement, fundraising, membership, policy, and research initiatives
- Create or manage the design and development of brochures, email newsletters, flyers, guidebooks, reports, signage, videos, webinars, and websites as well as provide communications support for as many as 8 events each month
- Manage and populate the website and all social media channels; redesigned the home page within the existing framework
- Delivered the most successful press event in the organization's 31-year history
- Helped the Development team produce the two most successful annual Galas in the organization's 31-year history
- Improved social media activity and engagement, resulting in the following increases: Facebook (@weactforej), 32% followers & 18% likes; Twitter (@weact4ej), 25% followers & 75% likes; and Instagram (@weact4ej), 810% followers

July 2010 to April 2018

Chris Dobens Communications / marketing & corporate communications freelancer / New York, NY

Freelancer working directly with businesses as well as subcontracting for other agencies

- Provided content marketing, digital communications, and media relations services, including writing and producing bios, brochures, direct mail, press releases, print and email newsletters, social media, and websites
- Clients supported include Asphalt Green, Beth Israel's Latino Health Institute, Capitol Sales, Emotiva, JVC TV, Kicker, Legrand US, and Polk Audio along with around a dozen Douglas Elliman real estate agents

October 2007 to May 2010

Asphalt Green / nonprofit sports and fitness destination / New York, NY

Marketing Director promoting paid memberships and fee-based classes as well as philanthropic programs for this \$13-million fee-for-service nonprofit organization with approximately 300 employees

- Shaped the strategy for, developed, and managed the implementation of an integrated, holistic communications plan, including targeted advertising, brand management, collateral, content marketing, crisis communications, digital communications, direct mail, e-commerce, events, media relations, and member relations
- Managed departmental budget and a team of 4 professionals, reported directly to the Executive Director, served as the spokesperson and member of the Executive Team, and coordinated with 7 departments to support 36 product offerings
- Wrote and managed the design and production of a quarterly catalog, 4 separate annual customer surveys, regular email newsletters, multiple brochures and mailings, print and online ads, social media, and the website
- Helped draw an average of 700,000 visitors per year through the turnstiles

- Helped secure membership sales 25-percent above target in 07-08; increased membership sales by 20 percent (52-percent new customers) and program revenue by 22 percent (42-percent new customers) in 08-09 (during the worst economy since the Great Depression); and, as of January 2010, fee-based programs were more than half-a-million dollars ahead of budget and on-track to surpass the previous year's record-setting results
- Orchestrated the most successful event in the organization's history, including twice the expected turnout and the best-ever single day and month in terms of membership sales, as well as helped deliver the largest fundraising event in the organization's history

October 2001 to October 2007

Chris Dobens Consulting / marketing & corporate communications freelancer / New York, NY

Freelancer working directly with businesses as well as subcontracting for other agencies

- Services included public relations program planning and media relations as well as writing marketing collateral, newsletters, press materials, and websites
- Clients supported include Beth Israel's Latino Health Institute, Beczak Environmental Education Center, Desmond Tutu Peace Centre, and Fordham University along with a management & training consultancy, an eBay entrepreneur, and several public relations, interactive, and direct marketing agencies

June 1991 to September 2001

Havas / Magnet Communications / integrated communications agency / New York, NY

2000-2001: **Chief Cultural Officer & SVP/Director of Marketing** for Magnet Communications, a \$26.6-million Top-25 agency created in June 2000 when Creamer Dickson Basford acquired three other firms

- Helped forge, launch, brand, market, manage, and drive sales for Havas-owned Magnet Communications, reporting directly to the CEO and serving as a member of the Executive Team as well as the primary spokesperson
- Led the national marketing and sales efforts, providing internal and external communications support to 7 offices nationwide, and handled a variety of projects and duties typically associated with executive management

Havas / Creamer Dickson Basford / full-service public relations agency / New York, NY

1999-2000: **Chief Cultural Officer & SVP/Director of Marketing** for Creamer Dickson Basford (CDB)

- Brought back from California in 1999 to market the Havas-owned firm internally and externally, including the writing and design of marketing and sales content and collateral, driving internal communications, identifying and instilling best practices, and serving as the liaison to agencies in the domestic and international networks
- Helped revitalize the brand and transform CDB into one of the hottest agencies in the business, a turnaround that led to a significant investment from Havas, resulting in the formation of Magnet Communications
- Led the creation and successful implementation of the kind of work environment that attracted and retained the best employees, which included reshaping the corporate culture and creating a professional development program

1996-1999: **Director, CDB California**, selected to relocate to California to open the firm's first West Coast office

- Reporting to the CEO, responsibilities included office management, operations, and P&L; staff recruitment, management, and training; client management and service; and marketing, prospecting, pitching, and sales
- Recruited and managed a staff of 8, won several major new clients, and repeatedly exceeded profit goals
- Managed and provided public relations services for **consumer** and **technology** clients including AST Computers, CIDCO, Epoch Internet, Franklin Covey, Hershey's, Inca Computer, Paragon Steakhouses, Pizza Hut, and Prudential

1991-1996: **Account Executive/Supervisor/Director**, promoted to roles of increasing responsibility

- Managed and provided public relations services for **business-to-business**, **consumer**, **corporate**, and **technology** clients including Advanced Elastomer Systems, Air Products, Association of International Automobile Manufacturers, Coors, Disc Manufacturing, Hoechst Celanese, Monsanto, Panasonic, and Pure Air
- Developed expertise in **brand building**, **change management**, **media relations**, and **product launches** as well as **client, team, & project management**

Digital Experience

- Create and manage day-to-day social networking activities on a variety of social media platforms
- Regularly write and produce email newsletters using MailChimp, and have used Constant Contact as well
- Developed and manage a number of websites, producing daily online content
- Working knowledge of WordPress CMS, Cision, & Adobe InDesign and experience with SEO & Google Analytics
- Shot photos and videos used in both WE ACT's and Asphalt Green's content and collateral
- Created, wrote, edited, and promoted an online soccer publication, *Total Footblog*