

Leonora Averill Mullane

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Communications strategist, team builder and results-oriented leader with a solid track record in shaping public policy, advocacy, and multi-year communications campaigns. Seasoned public relations counselor and speechwriter for senior executives. Experienced journalist with excellent writing and editing skills.

EXECUTIVE SUMMARY

CONSULTANT

Washington, D.C.

Provide strategic communications planning and counsel; message development; media relations, marketing and Internet solutions for corporations, foundations, non-profits, and public and private institutions. Recent client projects include:

- *Save the Children International*: Developed a strategic communications plan, marketing materials and messages for the U.S. Programs Office in Washington, D.C.
- *The Annie E. Casey Foundation*: Authored the history of Casey Family Services, a leading national children's services organization. Wrote articles and coedited *Casey Connects*, the foundation's quarterly signature magazine.
- *Concern Worldwide*: Edited and drafted technical materials for the Malawi program.
- *Hepatitis Foundation International*: Provided strategic public relations counsel, drafted positioning statements and marketing materials, assisted in redesign of the organization's web site.

THE ANNIE E. CASEY FOUNDATION

Baltimore, MD and New Haven, CT

Interim Director, Communications and Media Relations

Director of Communications, Center for Effective Services and Systems

- Led a team promoting KIDS COUNT, the Foundation's signature campaign with national and international coverage.
- Created and supervised strategic communications plans; developed and monitored a \$3.2 million budget.
- Built National Adoption Day into a successful annual campaign with White House/Congressional participation and media coverage in all 50 states, Puerto Rico, Guam and the U.S. Virgin Islands.
- Served in a leadership role for a national campaign to enact and implement landmark legislation extending services and supports to youth aging out of foster care.
- Created a comprehensive branding strategy; supervised the selection and work of a national firm assigned to conduct a comprehensive communications audit; developed the foundation's first editorial style guide.
- Led a team of staff and outside experts to strengthen the foundation's social media strategy and expand the reach of external web site.
- Served as Commissioner, New Haven Town Green Special Services District.

CASEY FAMILY SERVICES

New Haven, CT

Director of Communications

- Built the agency's first communications department to support growth and national influence.
- Produced and promoted state and national legislative briefings on domestic and international issues relating to vulnerable children and families; designed and executed strategies targeting policy makers and influence builders, media gatekeepers, business and civic leaders.
- Developed communications strategies for eliminating racial disparities and inequities in public

systems.

- Secured national coverage of programs and issues in major media outlets including National Public Radio, Oprah, *Washington Post*, *New York Times*, and in trade and professional publications.
- Provided ongoing communications training and technical assistance to human services professionals and executives.

SAVE THE CHILDREN INTERNATIONAL

Westport, CT

Director of Public Affairs and Communications

- Led a delegation including Actress Sally Field to the UN Conference on Women in Beijing, China. Wrote keynote speeches and advanced Ms. Field. Drafted a resolution on the rights of girls adopted by the General Assembly.
- Promoted the International Campaign to Ban Landmines. Served on the campaign's steering committee; worked with international spokesperson, Princess Diana.
- Staffed the International Save the Children Alliance Secretariat in Geneva as senior communications officer; coordinated communications strategies for worldwide programs.
- Designed and executed a national journalism education project with Honorary Chair Tom Brokaw leading national and international journalists and the National Journalism Education Association.
- Developed and produced an award-winning national magazine.
- Managed a staff of media relations, publications, video/photography and graphic design professionals; developed and controlled a \$1.5 million budget.

U.S. DEPARTMENT OF STATE/USAID

Washington, DC

Senior Editor

- Developed and edited an award-winning international magazine featuring articles on programs across the globe.
- Covered economic development work and international disasters in Africa, Asia, and Central and South America.

EDUCATION:

Trinity College, Hartford, CT

M.A., Public Policy Studies

University of Massachusetts, Amherst, MA

B.A., Journalism and English Literature

Oxford University—St. Hilda's College, Oxford, England

British and American Drama

MEMBERSHIPS:

Public Relations Society of America

Society for International Development

International Association of Business Communicators

The Communications Network

Chamber of Commerce of the Palm Beaches, Florida

REFERENCES FURNISHED UPON REQUEST