

JOANNE BREault

24 Manton Street, Fall River, MA 02724 | W: joannebreault.com | C: 508-410-8293 | joanne.breault@gmail.com

Summary

Public Relations and Media Specialist with over twenty years of experience. Specialties include strategic planning, media relations, community outreach, content creation, and social media. Interests include new technology.

Experience

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|---|---|
| Media Specialist (part-time while attending grad school)
UMass Dartmouth | 09/2013 to Current
North Dartmouth, MA |
| <ul style="list-style-type: none">• Conceptualize a video project, write script and crystallize into a final production.• Specialization in Final Cut Pro Editing and conversion of media for the web.• Supervise students in Digital Media Center in higher education setting.• Increase search engine rankings by marketing videos and SEO. | |
| Social Media Coordinator (part-time while attending grad school)
UMass Dartmouth | 03/2013 to 08/2013
North Dartmouth, MA |
| <ul style="list-style-type: none">• Worked on marketing campaigns and emphasized the branding of UMass.• Managed, monitored, and created daily content for PCE Facebook page.• Implemented a social media plan and Increased Facebook likes by 40%.• Responsible for writing press releases, web content and pitch letters. | |
| Director of Communication (part-time internship for grad school)
Changing Lives Through Literature | 09/2012 to 05/2013
North Dartmouth, MA |
| <ul style="list-style-type: none">• Contributed articles for publication at the Changing Lives, Changing Minds Blog.• Developed a marketing campaign on YouTube that promoted the branding.• Created content for social media through videography and photography.• Developed a communications plan of traditional and digital media.• Generated positive publicity through published press releases. | |
| Coordinator of Corporate Communications
Greater Fall River Medical Reserve Corps | 10/2011 to 09/2012
Somerset, MA |
| <ul style="list-style-type: none">• Generated positive publicity through media relations and community outreach.• Developed an integrated communications plan of traditional and digital media.• Wrote published press releases to recruit new members and promote training.• Assisted in planning press conferences, training, and regional events.• Assisted with Tenth Anniversary event planning. | |
| Executive Director
SATV | 04/2005 to 09/2011
Somerset, MA |
| <ul style="list-style-type: none">• Managed daily operations, employees, and implemented strategic planning.• Taught courses in television production, video editing, and graphic design.• Responsible for digital upgrade, budgeting, and ordering TV equipment.• Wrote corporate communications: newsletters, brochures, and reports.• Implemented strategies for broadcast channel marketing and branding.• Developed media relations through published press releases. | |
| Community Access Coordinator
Comcast | 01/2002 to 03/2005
Somerset, MA |
| <ul style="list-style-type: none">• Managed daily operations of television station including college interns.• Served as a liaison between the CAC, Selectmen, and Comcast.• Taught courses in television production and video editing.• Increased programming and volunteer usage by 30%. | |

JoAnne Breault Continued

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Key Skills

- Leadership
- Media Relations
- Community Outreach
- Content Development
- Social Media Marketing
- Strategic Communications
- Corporate Communications
- InDesign
- Photoshop
- Videography
- Photography
- Microsoft Office
- Constant Contact
- FinalCut Pro Editing

Certifications

Professional Writing

UMass Dartmouth, Dartmouth, Massachusetts
May 11, 2013

Desktop Publishing

Bristol Community College, Fall River MA
June 3, 2012

Computer Applications

Bristol Community College, Fall River MA
November 13, 1997

Awards

Ladies Auxiliary of Veterans of Foreign Wars - Outstanding News Coverage
United Way - Media Award
American Red Cross - Media Award
New England Cable Television Association - Community Programming Award
Beacon Award - Documentary About Aids
Division of Public Utilities - Outstanding Programming Achievement

Community Service and Affiliations

Greater Fall River Medical Reserve Corps
Public Relations Society of America
Fall River Historical Society
Little Theatre of Fall River
Somerset TRIAD
Gifts To Give

Education

Master of Arts: Professional Writing Concentrating in PR

UMass Dartmouth

North Dartmouth, MA

Bachelor of Arts: Mass Communication

Rhode Island College

Providence, RI

Associate of Arts: Communication

Bristol Community College

Fall River, MA