

Angela Franzer

New Orleans, LA

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- Summary**
- More than 10 years of strategic communications experience with a strong background in managing stakeholder relationships, change management, public relations, internal communications strategy, marketing and news reporting (print, broadcast and online)
  - Proficient in video editing, photography, SharePoint administration, content management and office applications
  - Skilled at learning new concepts quickly, multitasking under tight deadlines and communicating ideas effectively
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**Education**    **Bachelor of Science in Journalism** 2007  
*E.W. Scripps School of Journalism, Ohio University, Athens, Ohio.*

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### Career History & Accomplishments

- Associate, Booz Allen Hamilton, New Orleans, LA** 10/2010-  
*present*
- **Digital Editor/Content Strategist, Cooperate Marketing and Communications:**
    - Developed and managed internal communications and served as a 2013 SharePoint Administrator
    - Managed automated marketing campaigns via Oracle Eloqua (HTML, CSS)
  - **Deputy Communications Manager, FAA's Air Traffic Control Optimum Training Solution (ATCOTS) Communications Team:** Supported the FAA's training and internal communication needs
    - Conducted interviews, wrote and edited content for monthly editions of the ATOCTS in Brief newsletter
    - Managed project progress and developed interactive training and onboarding materials
  - **Deputy Job Manager, Process Documentation Task:** Led focus groups with more than 75 Marine Forces Reserve Facilities Staff. Documented 120+ interactive Standard Operating Procedures. Managed migration of site content from SharePoint 2007 to 2010 environment.
    - Managed project progress, client relationships and trained internal and government staff on SharePoint administration and basic HTML.
    - Provided process improvement and change management guidance
    - Wrote and edited Standard Operating Procedures and training materials
  - **Senior Strategic Communications Support Professional, Long Range Planning Task:** Supported Marine Forces Reserve Assistant Chief of Staff, Facilities, in stakeholder relationship management and the administration of multiple communication tools
    - Wrote long-form journalistic narratives and edited client deliverables
    - Analyzed survey data and helped create communication audits, plans and stakeholder analysis reports
    - Developed news releases, poster, and other media outreach materials
  - **Journalist and Copy Editor, Trans Regional Magazine Initiative (TRMI):** Provided editorial support to TRMI, a government project that publishes six international magazines in nine languages each quarter
    - Conducted research, wrote and edited copy for the Asia Pacific Defense Forum (United States Pacific Command) and Unipath Magazine (United States Central Command)
  - Recipient of the Strategic Communications **Absolute Personal Best Award** and **Team Award** for exemplary teamwork
  - Served as Career Manager to a team of five Senior Consultants

**Breaking News Reporter/Web Producer, *The Desert Sun*, Palm Springs, CA**

12/2007 -  
9/2010

- Functioned as the first on-duty reporter in the Information Center. Updated mydesert.com with news from overnight and wrote multiple stories for the daily print and online edition of the paper
- Conducted interviews and built relationships with local government and safety representatives
- Gathered content for our products through writing, photography and video packages
- Assisted in the site launch of a new interactive entertainment website: planned all content for the site, oversaw all data collection and external marketing (TV, print and radio ads), managed a freelance team, planned large-scale promotional events, prepared corporate traffic and budget reports, wrote and distributed a weekly e-newsletter
- Worked daily with multiple content management systems (CMS) and prepared online web traffic reports
- Served as co-chair of the company's Social Networking Task Force
- Recipient of the Excellence in Journalism Award

**Investigative Reporter/Assistant Editor, *The Independent Voice*, Dayton, OH**

08/2006 -  
6/2008

- Researched and wrote investigative pieces on the topics of school board budgets, crime and local government spending
- Conducted interviews, attended city council and school board meetings and responded to breaking news
- Coordinated and edited upcoming stories

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**Internships & Other Experience**

- Volunteer/Pro Bono Marketing Professional for Propeller, a New Orleans-based nonprofit organization that incubates and launches socially-minded ventures (developed a marketing and social media campaign for a local start up)
- Member of the New Orleans Press Club
- Member of the New Orleans Young Leadership Council
- News reporter for KPSI-FM, Palm Springs, CA (sister station to The Desert Sun)
- News writing and reporting internship, WCPO 9, Cincinnati, OH
- News writing and reporting internship, WHIO-TV 7, Dayton, OH
- Reporter/Producer/Writer WOUB, Athens, OH
- NPR reporting, city news, WXVU, Cincinnati, OH
- Local news reporting, WPTW 1570 AM, Piqua, OH
- Radio host, WFAL 1610 AM, Bowling Green, OH

**References available upon request**