



Mindy Fitzgerald

📍 Seattle, WA 98199 📞 (206) 979-5770 ✉️ mindy.meyring@gmail.com

PROFESSIONAL SUMMARY

Marketing and communications professional skilled at developing and leading effective initiatives from kickoff to completion. Talent for solving unique business problems through creative and strategic communications practices. Skilled at client relations and exceeding project expectations under cost and on deadline. Proven track record securing measurable results for clients in corporate, government, and nonprofit sectors.

SKILLS

- Project Management
- Customer Relations
- Event Planning
- Integrated Communications
- Creative Management
- PR/Media Relations
- Partnerships & Sponsorships
- Strategic & Tactical Planning

WORK HISTORY

ASSOCIATE DIRECTOR

01/2011 to CURRENT

PRR | Seattle, WA

Direct and lead client accounts providing strategic marketing and communications counsel. Oversee integrated communications campaigns including research, paid media, social and digital media, events, public relations, partnerships, collateral/signage development, design, creative development, and branding. Participate in business development activities/presentations. Manage budgets, forecasting and day-to-day client service.

- Manage client budgets totaling more than 8 million.
- Manage project and lead all activities for ID2025 – Washington State Department of Licensing's REAL ID education and awareness campaign. Campaign was developed in five languages with milestone in December 2019 – more than 1 million active Enhanced Driver Licenses and ID cards in circulation. Continue to pivot with the campaign as the deadline extends.
- Develop integrated strategic marketing and communications plans for clients including Washington State Department of Licensing, Sound Transit, Seattle Public Utilities, Seattle Department of Transportation, Vision Zero campaign, WSDOT, and Port of Seattle.
- Manage creative projects and design team as agency's Creative Studio traffic manager.
- Proficient in SharePoint, Microsoft Teams, Microsoft Office applications and key project management principles.
- Supervise and lead staff and project teams.

CONSULTANT*06/2009 to 12/2010***Meyring Communications | Seattle, WA**

Developed strategic marketing and communications plans for select clients. Provided communications counsel and strategy, event planning, tradeshow management, media relations, and collateral development.

ACCOUNT DIRECTOR*01/2006 to 01/2009***Purdie Rogers | Seattle, WA**

Directed all marketing and communications account activities for clients and served as primary day-to-day contact providing strategic vision and effective communications planning.

- Led departmental growth from two-person team servicing three clients with overall budget of \$250,000, to four-person team managing \$500,000 in annual billings.
- Managed trade show planning/events and media interviews for clients with press meeting circulations totaling more than 8 million.
- Conducted focused media pitching for clients resulting in key trade and consumer placements including Dwell, O at Home, Woman's Day, Consumer Reports, Good Housekeeping, Robb Report and House Beautiful.

EDUCATION

Bachelor of Arts | Communications
University of Washington, Seattle, WA

**INDUSTRY
RECOGNITION**

Received seven Public Relations Society of America Totem Awards for outstanding PR and marketing campaigns

VOLUNTEER

Seattle Animal Shelter Foundation Board Member
Seattle Animal Shelter Volunteer
Ballard Food Bank Volunteer
NAMI Seattle/Washington Volunteer