Whitney Keyes

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"Whitney, you have been a tireless and consistently high performer . . .your contributions outside the scope of your objectives are testament to your leadership ability . . .You set a great benchmark for the rest of the team."
-Mark Murray, Director, Corporate PR and Public Affairs, Microsoft

Awards

- Winner of the Small Business Administration's 2013 Washington State Women in Business Champion
- Selected to serve as Fellow for Seattle University's Center for Strategic Communications
- Selected to serve as Fellow for University of Malaysia's new Center for Women Leaders and Entrepreneurs
- Recipient of four State Department grants to serve entrepreneurs and other groups in Asia and Africa
- Selected twice by Small Business Administration to serve as MC for annual Awards Gala event
- Nominated as one of Seattle's Best Entrepreneurs by Crave Business
- Received 2 Gold Star Employee Bonus Awards from Microsoft
- Received 2 awards from International TV Association for producing Microsoft promotional video

Professional Experience

Executive Director, Whitney Keyes Productions LLC **Seattle, WA 2004 - Present**

- Received four U.S. Department of State grants to develop and deliver social entrepreneurship and women empowerment programs in Malaysia, Kenya and Namibia. Educated and empowered thousands of women leaders, entrepreneurs, students, professors, corporations, schools and non-profits.
- Wrote, secured agent and signed with publisher to produce book: *Propel: Five Ways to Amp Up Your Marketing and Accelerate Business (Career Press)*. Sold over 5,000 copies in the first year.
- Served as adjunct professor at Seattle University. Created curriculum and delivered lectures to over 200 students for 300-level Global Reputation Management and Strategic Communications courses.
- Served as adjunct communications professor for Bellevue College. Created curriculum and delivered lectures for new hybrid online, 300-level Interactive Media in the Business World course.
- Served as subject matter expert, keynote speaker and workshop facilitator for over 100 organizations including: Federal Communications Bar Association, University of Oregon, Washington Women's Business Center, Center for Women & Democracy's Women's Leadership Institute, YWCA, Washington Bed & Breakfast Assoc. Topics ranged from strategic thinking and leadership development to mentoring and marketing.
- Partnered with University of Washington, Seattle Art Institute and Seattle Film Institute to develop new marketing communications internship program. Supervised 4 student interns.
- Secured positive coverage by national media as an industry leader in ABC News, Fortune, Forbes, *The Huffington Post*, the *Utah CEO Magazine* and *Inspire – Malaysia Women's Institute of Management.*
- Managed and produced online business news and information for over five years to over 10,000 people through the *Seattle Post-Intelligencer's Biz Bite Blog* *and* weekly PR and marketing radio podcasts.
- Created news and entertainment online video series for women: www.WhitneyandWyatt.com. Produced over 50 videos in a year. Built subscriber base of 5,000 viewers from 47 countries within first three months.
- Developed and implemented comprehensive, strategic plans for 100s of clients ranging from corporations and nonprofits to government agencies, small businesses and academic institutions. Results include:
    - Researched and developed comprehensive social media strategy for Seattle University. Integrated current marketing and communications activities from over 10 departments and schools using tools including: Twitter, Flickr, Facebook, iTunes, YouTube, podcasts, and blogs.
    - Cultivated strategic relationships for Dean of Tacoma Community College's Economic Development Global Corporate College with over 10 corporations including Starbucks, Nordstrom and Costco.
    - Provided strategic publicity plan and implementation for Citizen University, a program led by Eric Liu, former White House speechwriter and deputy domestic policy adviser for President Bill Clinton.
    - Created strategic rebranding plan for City of Tacoma's new "Tacoma Means Business" campaign and participated in providing best practices and guidelines for creation of new program website.
    - Conducted market analysis for Open Window School. Used focus groups and e-surveys to create comprehensive strategic marketing plan to retain current families and proactively recruit new ones.
    - Developed and delivered strengths-based team and leadership training for Small Business Administration in Seattle, WA, and Portland, OR.
    - Developed strategic plan to help Port of Seattle create new, internal social media task force. Researched trends and best practices to create and deliver training. Topics included crisis communications and best practices. Successfully forged relationships between 10 different Port

departments and integrated over 10 different social media platform for message and content consistency. Social media tools included LinkedIn, Twitter, Facebook, YouTube and Pinterest.

Director, Creative Services, Nyhus Communications **Seattle, WA 2010 to 2011**

- Promoted to acting Vice President within first six months, serving on executive team reporting to CEO. Helped mange operations including HR issues, professional development, budgeting and business development.
- Managed American Express' regional test pilot for launch of Serve, a new digital payment platform. Created plan for messaging and establishing strategic community connections in anti-corporate environment.
- Managed new Creative Services Team (CST) focused on social media and digital communications. Led strategic planning and execution of campaigns across tech, corporate, consumer and global health practices.
- Managed all CST services ranging from graphic design and YouTube video production to Twitter, Facebook and blog content. Led complete redesign and multi-media content creation for new corporate website.
- Represented CEO on advisory board for Global Health Nexus to bring business, research, government and medical community together for collaboration and action. Worked with organizations including Bill & Melinda Gates Foundation and Washington Council on International Trade to raise awareness of global health issues.
- Created strategic plan for social media campaigns to help Port of Seattle utilize tools like Twitter and Facebook in more effective and consistent ways. Assisted in building awareness of Port programs and services including Century Agenda, a year of public meetings and events to highlight the Port's role in economic development.
- Created strategic plan and supporting curriculum to help American Express deliver a company-wide, internal employee training program focused on cultivating women leaders and mentoring women team members.
- Supported Pan Pacific Hotel in securing over 60 positive media stories for boutique hotel chain's innovative sustainable practices and thought leadership programs within the hospitality industry.
- Created strategic plan to generate publicity for Hire Americas Heroes to help connect America's major corporations with skills and abilities of military service members. Worked with KIRO radio to create public service announcement (PSA) and secured positive media coverage from three major TV networks.
- Identified new business leads; generated over 20 proposals with 25% new client acquisition rate. Helped manage client accounts, deliver exceptional results and renew business with top clients.
- Created and managed internal speaker program to provide professional development for all staff members.

Senior Manager, Microsoft, Corporate Communications **Redmond, WA 1999 to 2004**

- Developed communications strategies for senior executives, including Bill Gates and CEO Steve Ballmer.
- Contributed to developing strategic vision and comprehensive plan for company's global marketing and branding initiatives, public affairs activities, as well as messaging and communication efforts.
- Promoted to business manager to assist in leading team of over 30 staff members and 6 external agencies.
- Helped manage $5 million budget. Collaborated with executives from around the company, including Public Affairs, Human Resources, Finance, Operations, Global Subsidiaries as well as Product and Sales teams.
- Researched, created content and helped produce company's first Corporate Social Responsibility report.
- Developed strategies for Community Affairs programs and contributed to corporate advertorials. Cultivated partnerships with nonprofits like the Boys & Girls Clubs of America and Native American Nations. Helped create new philanthropy program, Unlimited Potential, benefitting over 5 billion people.
- Developed proactive crisis communications plans and helped mange reactive issues including: product bugs and viruses, anthrax scare, Sept. 11 attack in New York in 2001, and HR situations like executive departures.
- Developed and pitched news ideas to media outlets including: *Wall Street Journal*, *New York Times*, National Public Radio, *Chronicle of Philanthropy*, Today Show and The Oprah Show.
- Led strategic development of company-wide tone and manner training to address corporate social responsibility (CSR) issues related to the Department of Justice lawsuit. Coordinated with Research and Branding teams to establish benchmarks, evaluate results and assess effectiveness of program.
- Served as media spokesperson to share news with journalists, analysts and other global opinion influencers. Created messaging, talking points, fact sheets, news releases and helped develop executive speeches.

Product Marketing & PR Manager, Microsoft **1998 – 1999**

- Developed successful global event strategy for launch of Office 2000, an $8 billion business. Managed virtual team of 100 and oversaw $1.5 million budget. Successfully drew 700 attendees. Secured over 100 broadcast, print and online media stories, making over 30 million impressions. Produced award-winning product videos.
- Created 8 online marketing campaigns to build awareness with new and existing customers. Exceeded goal by 6 million to reach a broad customer base of 9 million and expose new product features to global audiences.
- Managed customer outreach campaigns. In 4 days, generated 5,000 customer leads and PR opportunities.
- Partnered with film and TV companies including Columbia Pictures and Paramount Pictures to identify new marketing opportunities and create product placement campaigns for 3 films.

- Engaged with customers, nonprofits and industry partners including: Girl Scouts of America, Boeing, Dell, Hewlett-Packard, Johnson & Johnson, and the International Computer Security Council.

PR Specialist Contractor, Microsoft - Rhotech **1997 to 1998**

- Developed PR strategy for launch of new mobile product line at Consumer Electronics Show. Produced videos for Bill Gates' keynote. Managed creation of marketing communication materials for print and online press kits.
- Engaged with corporate, government and non-profit customers to add value to news pitches. Secured stories and testimonials from organizations including NASA, Goldman Sachs and Nike.
- Dramatically improved internal and external communication. Created communication guidelines for messaging consistency. Delivered training to team of 30 to shift messaging from product features to customer benefits.

Marketing Specialist, City of Tacoma **Tacoma, WA 1994 to 1997**

- Cultivated strategic sponsorships and partnerships with organizations including: Pierce Transit, Key Bank, Metro Parks, Bates Technical College, University of Puget Sound, *The News Tribune*, and other municipalities.
- Developed and implemented comprehensive marketing communications campaigns to increase visibility of Economic Development Division's programs for small businesses, nonprofits and neighborhood groups.
- Coordinated with City's Community Affairs Division to identify publicity opportunities and news angles. Developed successful media campaign, resulting in over 50 positive print and broadcast news stories.
- Promoted government programs to over 500 small businesses. Wrote press releases and articles. Designed and created content for promotional brochures and web site. Wrote TV scripts and produced videos.
- Wrote and secured grant for $5,000 to help support program development initiatives.

Business Manager, Keyes Minas Gallery **Tacoma, WA 1989 to 1994**

- Managed all aspects of retail business. Effectively supervised staff of 10 employees and responsibly managed $200,000 annual budget. Wrote business plans and created sales strategies to grow revenue annually.
- Cultivated relationships with community partners and city government officials. Created innovative, community events including City's first Art Walk. Successfully held fundraiser with The Humane Society.
- Elected as Communications and Marketing Director for city's leading business district.

Education

- In the process of pursuing Social Enterprise Leadership M.B.A.
- B.A. Communications (Journalism/Public Relations), Pacific Lutheran University
- Management Training, Kellogg School of Management, Northwestern University
- Professional development courses focused on communications, journalism, marketing, business management

Volunteer

- Served as mentor for a student in YWCA's GirlsFirst program for over five years. Supported her in successfully graduating from high school, applying to colleges and starting as a business major at a four-year university.
- Pro-bono work and volunteering done with organizations including: Seattle Public Library, The Bill & Melinda Gates Foundation, Seattle Public Schools, Women's Bioethics Foundation, and The Humane Society.
- YWCA/Dress for Success Seattle: Board member, mentor and Professional Women's Group leader. Responsibilities included: writing newsletter stories, leading media and marketing activities, cultivating strategic partnerships, fundraising, developing career training curriculum, and creating new mentor program.