

April Whitney

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Work Phone (408) 294-4292

CAPABILITIES OVERVIEW

- Eight years experience in public relations and marketing communications teams, including five years in the publishing industry
- Excellent written, verbal and presentation skills
- Adept at creating, publishing and implementing compelling public relations & marketing collateral projects among multiple mediums and variety of audiences
- Experienced speaker/presenter in a variety of settings including meetings, tours, fairs, trade shows, and large venues.

EMPLOYMENT

Whole Foods Market, Marketing & Community Relations Manager 10/04-Current

- Point person for store outreach including programs that enhance and communicate corporate core values to internal & external audiences
- Revitalized store charity programs, including in-kind donations, employee volunteerism, and customer donation programs
- Updated and recreated store's web identity to better differentiate it from other WFM stores and other grocery chains
- Creates and administers strategic events such as classes, tours, employee training, and community involvement

Mid-Peninsula Housing Coalition, PR & Communications Manager 7/02-2/04

- Responsible for internal & external communications including press releases, corporate Web site, marketing collateral, employee newsletter, annual report and media relations
- Oversaw production of a full-color, 12-page corporate identity brochure
- Planned, managed & produced several major events including annual all-employee meetings, and receptions for community and government leaders
- Spearheaded corporate opinion survey to multi-cultural residents in four different languages

Independent Consulting, 9/01-7/02

- Contract publicity for authors including book tours, press interviews and media relations

seeUthere.com, PR Manager, 11/00-9/01

- Created and distributed marketing collateral such as press releases, brochures, advertising, sales documents, whitepapers, opinion pieces, and articles
- Managed media relations program for an aggressive software release cycle
- Developed and administered a community scholarship program

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IDG Books Worldwide, Publicist, 9/95-11/00

- Managed media relations campaigns for 15-20 premiere "...For Dummies" titles while representing over 100 new titles and one hundred authors per year
- Created persuasive collateral including press releases, spec sheets, articles and editorials
- Maintained media contacts, including positive placement results in magazine, newspaper, radio, television, and Internet media organizations
- Organized and staffed company booth at 8-10 trade shows per year
- Supervised team of two assistants and two interns
- Developed and administered a community scholarship program

EDUCATION

B.A. Humanities (American Studies minor), San José State University 1993, Notary Public in State of California.

PUBLISHING EXPERIENCE

Scoot! Magazine, Managing Editor, 12/03-Current

- Responsible for content acquisition and creation for North America's leading publication for motorscooter enthusiasts.
- Established distribution program for subscribers, direct mail pieces & customers.
- Represents magazine at media events, conventions, and acts as official company spokesperson