

**PAMELA JOAN GARLICK**

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**Personal Summary**

- Marketing communications professional with proven success leading corporate, government, and nonprofit communications across various distribution channels
- Strong record of raising organizational profiles, cultivating partnerships, and increasing constituent participation
- Mastery of oral communications, writing, and visual design
- Solid interpersonal and relationship-building skills with colleagues and clients

Project/Account Management	Content Development & Editing
Marketing Strategy & Campaign Development	Event Planning & Public Engagement
Branding & Rebranding, Positioning	Email Marketing
Problem-solving; analytical; metrics-driven	Adobe Creative Suite; Website Design
Creative Team Leadership; Vendor Management	

**Professional Experience**

**Independent Consultant, Washington, DC | 2010-Present**

During this period I earned a Masters in Communications at Johns Hopkins University, with coursework in behavior change communications, digital strategy, cause marketing, and corporate responsibility.

*Current clients:*

- **JusticeAid ('13-present)** [justiceaid.org](http://justiceaid.org) Communications manager for this nonprofit that promotes justice causes through benefit concerts and public forums. Work with the Board, Managing Director, and grantee partners on messaging, content curation, and creative execution with the goal of helping to inspire social action and philanthropy.
- **The Steady State,** [thesteadystate.org](http://thesteadystate.org) @steadystatevets Digital communications for a membership organization comprised of former national security experts concerned about the future of our nation.
- **KL Associates ('15-present)** Marketing communications for a minority real estate development and property management company positioned as an established family business at home in a diverse and changing neighborhood.
- **Willard and Palmer Interior Design,** [willardandpalmerdesign.com](http://willardandpalmerdesign.com) Messaging, writing, and creative execution for a boutique interior design firm.
- **Our Better Half,** [ourbetterhalf.net](http://ourbetterhalf.net), and [janefleishman.com](http://janefleishman.com) Advise a team of sex educators on building their consulting practices and podcast series focused on enjoying sex in the second half of life.
- **More:** [Detroit in Black and White](#), Jack and Jill of America (NY chapter), [ConnectDMV](#)

Former clients:

- **American Gene Technologies**, [americangene.com](http://americangene.com) Three-month project entailing C-suite and stakeholder interviews, competitor analysis, and communications audit resulting in a findings report with recommendations.
- **East Branch Homes**, <https://www.eastbranchstudio.com/> Strategic advice to a leading New England builder's expansion into a new business focusing on net-zero high-performance homes.
- **Internet Education Foundation**, [www.neted.org](http://www.neted.org) Internet safety mobile app funded by Verizon and Google. Worked with the development team on organizing and editing content.
- **Novo Nordisk** Client liaison on various data-driven publications focused on diabetes prevalence and forecasting using Census and publicly available health data.

**Senior Manager, Education Practice, Avalere Health, Washington, DC | 2009-2010**

Nationally recognized consulting firm specializing in strategy, policy, and data analysis for life sciences, health plans, and providers.

- Monitored industry for trends and ideas that could be turned into thought leadership content.
- Worked with subject matter specialists and clients to execute conferences and new media products: educational videos, websites, live/virtual meetings, data visualizations, publications, etc.
- Played a key role in the firm's re-branding, Intranet launch, and publicly-facing website. Assisted with office interiors, including signage and art collection placement.
- Client relations, proposals, budgets, timelines, RFP/contracting

**Communications Manager, Rising for Justice (formerly Law Students in Court) | 2004-2009**

Part-time communications director for a nonprofit that trains law students to represent the rights of the District's underserved. Collaborated with legal/development staff on case narratives, media outreach, alumni surveys, and interviews. Key role in organizing the *Celebration of Service* annual event.

**Public Information Officer, Department of Libraries, Arlington County (VA) | 2000-2004**

- Professionalized a fledgling communications unit with workflow procedures and a marketing plan that promoted the joy of reading and connected a culturally diverse citizenry to the libraries' collections, public programs, exhibits, and technology services.
- Member of the County Manager's communications team on "Walk Arlington," "Live, Work, Play," "Let's Get Reading," the County Fair, and green and small business initiatives.
- Served on the search committee and review team for the County's brand platform and website redesign.

**Education / Affiliations**

- Johns Hopkins University, Baltimore, MD – MA Communications
- Franklin and Marshall College, Lancaster, PA – BA European Studies
- Coursework at General Assembly, New School for Social Research, School for Visual Arts
- Volunteer tutor with Reading Partners; former positions with DCPS, TedX DC, and Jelleff Boys and Girls Club of Greater Washington

**Skills**

- Microsoft Office, Adobe Creative Suite, email marketing, social media platforms, content management systems (CMS), customer relationship management software (CRM), WordPress, Squarespace, Wix, Hootsuite, Slack, Planable, AP/MLA style
- Proficient in French and working knowledge of Spanish