

# Ed Dorsch

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## Strengths

- Accomplished writer, editor, creative director, and producer
- Comprehensive understanding of print, video, and web production
- Experience developing and implementing strategic, integrated campaigns
- Success leading teams and managing projects, employees, and free-lancers
- Adaptable to changes in technology and communications industry

## Education

### University of Oregon

Post-Baccalaureate: Advanced Grant Writing, Public Relations Writing  
Master of Arts in Journalism: 1999  
Graduate Teaching Fellow: Grammar for Journalists  
Bachelor of Arts in English and Sociology: 1994

## Employment History

### University of Oregon

Eugene, OR

*Public teaching and research university with more than 20,000 students and 4,000 employees, AAU member*

**2003-present**

### Senior Associate Director of Development Communications

- Hired, trained, and managed employees and free-lancers.
- Led, motivated, and supervised diverse teams.
- Planned, wrote, and produced public relations and marketing communications materials for successful \$800 million fund-raising campaign, including case statements, brochures, major proposals, newsletters, videos, web sites, and major gift proposals.
- Produced and art directed photo shoots and videos.
- Planned and implemented public relations campaigns, managed major projects, and developed strategies for achieving fund-raising objectives.
- Interviewed major donors, university leaders, faculty members, and students.

### Accomplishments

- Wrote and produced major gift proposals garnering millions of dollars.
- According to performance appraisals written by director "...successfully handled several challenging communications projects ... played a key role on the advancement division's diversity plan committee ... brings high standards of accuracy, creativity, and quality to every project ... represents our office well in interactions with other units ... gets the job done no matter what it takes ... a meticulous editor who improves any text he touches."
- Developed and implemented successful marketing strategies.
- Wrote and produced award winning materials.
- Managed change: Conclusion of the UO's greatest campaign to-date, the university's subsequent transition to unprecedented annual fund-raising levels, historic economic declines of the late 2000s, the emergence of social media, and transformation of journalism.

## **Native Forest Council**

Eugene, OR

*Nonprofit conservation and education organization with national membership base*

**1998-2003**

### **Vice President and Editor**

- Developed and managed fund-raising and public relations campaigns.
- Edited, designed, wrote, and produced quarterly newspaper and fund-raising appeals.
- Interviewed, hired, and supervised employees, interns, and volunteers.
- Wrote grants, editorials, white papers, and other materials.
- Planned, coordinated, and implemented brand identity for organization.

### **Accomplishments**

- Redesigned *Forest Voice* newspaper, the organization's primary communications vehicle.
- Implemented brand redesign, including new logo, tagline, colors, and style.
- Transformed grant and direct mail fund-raising efforts to create an organized, efficient, and coordinated campaign that garnered tens of thousands of dollars.

## **Aerie Academy 1994-1997**

Eugene, OR

*State-accredited private school for grades one through twelve*

### **Director and Teacher**

- Hired, supervised, and evaluated teachers.
- Performed all duties as the school's primary administrator.
- Led staff meetings, parent-teacher conferences, and school assemblies.
- Managed budget, school activities, and accreditation procedures.
- Produced public relations and marketing communications materials.
- Served as spokesperson for the media.

## **Professional Experience**

### **Administration and Management**

- Assigned tasks, led meetings, resolved conflict, set priorities, and trained new staff.
- Created mission statements, worked with board members and trustees, and developed programs to foster collaboration and meet organizational goals.
- Evaluated and supervised employees.
- Gave presentations to large groups and led seminars.
- Led teams, working in high-pressure production settings to maintain efficient workflow, meet deadlines, and stay on budget.
- Led and participated in employee searches in diverse settings—from one-on-one interviews for small organizations to search committees following complex policies and procedures.
- Managed a diverse array of projects involving staff members and freelancers, complex approval procedures, and a wide range of deliverables.
- Served on University of Oregon diversity and social media committees. Organized programs to promote diversity initiatives among campus communicators.

### **Fund-raising and Development**

- Coordinated E-mail, print, and web fund-raising efforts.
- Planned and implemented communications strategies for major campaigns.
- Researched and wrote successful grants garnering thousands of dollars.
- Wrote, designed, and produced direct mail fund-raising packages garnering thousands of dollars.
- Worked with development officers to communicate with donors and create major gift proposals.
- Planned, researched, wrote, edited, and produced case statements and fund-raising videos.
- Wrote, designed, and produced web pages for online giving, gift planning, and capital campaigns. Produced video as part of direct E-mail fund-raising campaign.

## **Graphic Design and Production**

- Collaborated with and provided creative direction for film crews, designers, directors, video editors, illustrators, photographers, and press operators.
- Designed annual reports, brochures, cards, case statements, direct mail packages, Flash presentations, newsletters, newspapers, PowerPoint presentations, and web sites.
- Produced and art-directed photo and video shoots.
- Prepared projects for offset printing on sheet-fed and web press. Negotiated prices and deadlines with printers and conducted press checks.

## **Public Relations**

- Conducted formal and informal research to define public relations problems, determined the needs of stakeholders, and recommended solutions.
- Created University of Oregon Twitter account.
- Developed and executed bold, effective and innovative public relations and marketing communications strategies and tactics to achieve maximum results on a tight budget.
- Fostered relationships with board of directors, businesses, donors, media gatekeepers, members, organizations, staff, and volunteers.
- Performed regular content analysis of local, regional, and national media.
- Planned for crisis management.
- Planned, implemented, and evaluated public relations strategies.
- Produced videos for viewing online and at special events, as well as distribution on DVD.
- Served as media spokesperson.
- Wrote content for University of Oregon Facebook pages.

## **Technical**

- Designed and produced accessible, standards-compliant web sites.
- Developed web sites and blogs using Drupal.
- Ingested, edited, and output video, including sound and color correction.
- Gained proficiency in the following software: Adobe Type Manager, Acrobat, Dreamweaver, Final Cut Pro, Flash, Freehand, Illustrator, InDesign, Photoshop, PowerPoint, and Quark Express.
- Gained proficiency in CSS, PHP, and XHTML. Some experience with ActionScript, Javascript, and MySQL. Developed content management systems using PHP and MySQL.
- Prepared files for offset (sheet and web) press, including color separations, duotones, fonts, image files, and spot and process color.
- Prepared photographs for web and print, including color correcting and file formatting.
- Shot photos and video, when necessary.

## **Writing and Editing**

- Edited annual reports, brochures, case statements, gift proposals, magazines, newsletters (electronic and print), videos, and web sites.
- Edited photos and wrote captions.
- Found and maximized opportunities for free media coverage.
- Interviewed subjects, researched primary and secondary sources, proofread publications, and fact-checked stories.
- Monitored and researched materials to prevent libel, slander, and copyright liability. Negotiated rights to use music in videos.
- Planned, researched, and wrote press releases.
- Provided assignments, deadlines and feedback for art directors, writers, photographers, and designers. Edited material, provided creative direction, requested revisions, and managed deadlines. Researched subjects and scouted locations for photo shoots.
- Wrote annual reports, backgrounders, blogs, brochures, case statements, editorials, E-mail alerts, feature stories, fund-raising appeals (print and E-mail), general business documents, grants, mission statements, news stories, PowerPoint presentations, press releases, public relations materials, quotes for officials, radio spots, talking points, video voice-overs, and web content.

## Professional Training

### Ann Wylie

- The winner of two IABC Gold Quills, Ann Wylie leads workshops across the nation. The UO hired Wylie as a personal coach to enhance my writing skills through rigorous one-on-one sessions.

### Dale Carnegie Training

- Leadership Training for Managers: eight-week course
- Leading Through Change seminar

### Council for the Advancement of Secondary Education (CASE)

- Brand building: a Student Perspective
- Bringing Together Central and Unit Communicators
- Campaign Communications
- Campus Politics and the Web
- Changing Technology
- Connecting Marketing Efforts to Institutional Planning
- Crisis Management
- CSS and Web Standards
- Managing Multiple Brands on Campus
- Multichannel Marketing
- Once is Not Enough: Repurposing Content
- Online Strategies
- Strategies for personalized communications
- Trends and the Future of Online Giving

### Public Relations Society of America

- Cutting Through the Clutter
- Writing Better News Releases, Pitches and E-mail Releases
- Writing Microcontent for the Web

### Miscellaneous

- American Marketing Association Web Workshop
- Asking for Major Gifts
- Building Lifelong Donors
- Communications for Internal Leadership
- Criticism and Discipline Skills for Managers
- Final Cut Pro: Comprehensive three-day course
- How to Balance Priorities and Manage Multiple Projects
- How to Become a More Effective Supervisor
- How to Communicate With Tact and Professionalism
- How to Deal With Difficult People
- Nonprofit Collaboration

## Volunteer Experience

- Eugene 2008 Olympic Trials web site committee
- Habitat for Humanity
- Eugene Waldorf School: web master
- Guest speaker for classes at University of Oregon and Lane Community College
- Lane Literary Guild: newsletter designer
- *Northwest Review*: fiction editor

## Other

- CASE Awards: Gold for promotional copy writing, silver for visual design for campaign publications package, silver for photography, and bronze for case statement
- Freelance writer: *Eugene Weekly*, *Oregon Quarterly*, and *Register Guard*
- Internship: *Eugene Weekly* newspaper
- Editor-in-chief of *Flux* magazine, an award-winning student publication
- Sole proprietor of Ed Dorsch Communications, a public relations and marketing communications business (client references available)
- Terminal project for Professional Master's in Journalism: *Guide to Great Newsletters*



References Available