

KARA UDZIELA



Passionate Communications Professional

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Summary

A tenacious and driven PR expert and university lecturer with Fortune 50, nonprofit and TV news writing experience.

Passionate about helping college students start successful marketing and communications careers with ease.

EXPERIENCE

VIBRANCE PR & CONTENT MARKETING

Owner since 2006
www.vibrancepr.com

Founded boutique PR agency that has scaled from 1-6 people depending on clientele, managing annual PR budgets from \$80,000 to \$5M worldwide.

Create winning communication strategies and message bibles that help startups and CEOs get positive exposure. Recently secured 22 stories in two days.

Blogging, guest writing, and creative media relations tactics target earned, paid and branded content initiatives.

Several clients have secured funding or buyout agreements due to my strategic counsel.

Grew iStockphoto.com's PR and marketing events programs from one to 10 countries in seven years, generating thousands of stories internationally.

EXPERIENCE

CHAPMAN UNIVERSITY

Lecturer since 2013

Write syllabi, choose books and materials, create exercises and grade via Blackboard. Public Speaking training is part of each course.

Sample courses:

"Message Design,"

"Issues in Mass Media"

"Social Media and Society,"

"Nonprofit Communication,"

"Conflict, Negotiation and Power," and

"Marketing Through the Communicator's Lens."

Student evals average 4.2./5.0

Top students have won international competitions and jobs based on class exercises.

CAL STATE FULLERTON

Adjunct Instructor since 2016

Taught Comm 361: "Principles of Public Relations." in Spring 2016 and have been asked to step in again in Spring 2019.



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EXPERIENCE

WEBER SHANDWICK

Director, 8/'00-6/'06

Led PR efforts and managed budgets for multimillion dollar clients such as Mentor Graphics and Microsoft, and smaller players like WebTrends web analytics and Hazelden addiction treatment clinics.

Innovated creative strategies and media relations to garner coverage in CNET, Investor's Business Daily, Reuters, Forbes.com, Upside and New York Times, helping to move client from number three to number one in industry coverage and positive business press coverage.

Used media relations and public speaking skills as primary consultant for senior executives including CEOs for media interviews and keynote addresses.

PRSA Spotlight Award Entry winner for Local Media Relations, 2006, and a 2003 Silver ICON award from Technology Marketing.

EXPERIENCE

HEWLETT PACKARD

Brand Manager/ PR Manager, 11/'96-8/'00

Brand Manager/Product Manager
Created external brand communications strategy and messaging for Internet start-up, including delivering PR, advertising.

PR Manager
Directed trade and consumer PR efforts for four major product lines, from Asia and the U.S., launching 17 printers, scanners and personal digital assistants in four years.

All product lines showed at least 90 percent positive coverage.

Managed cohesive business and small business branding for eight HP product lines,

National "Geek for a Year" Contest, Working Woman Technology Survey alone garnered more than 110 million impressions.



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EXPERIENCE

PIONEER ELECTRONICS

PR Specialist, 2/'95-10/'96

Planned and executed trade and consumer public relations program for the leading car electronics manufacturer as sole PR manager in the U.S., introducing 100 new products including the first Car Alarm/Detachable faceplate radio to national recognition on the "Today" Show, CBS Radio, and in Us and Rolling Stone.

AMERICAN RED CROSS

PR Specialist, '93-'95

PR Assistant during massive media coverage of fires, floods, earthquakes of 1993-1995.

Acted as spokesperson for United Way fundraisers, managed a speakers bureau.

NBC, KSNW, WICHITA, KS

Asst. News Producer, 1992

Reported, interviewed, scripted and edited local news stories.

Regularly ran the 6 a.m. weekend newscast.

EDUCATION

WICHITA STATE UNIVERSITY

M.A. Communication, 5/'93

Graduated summa cum laude, 4.0.

Full scholarship recipient

Thesis entitled, "Rhetoric of Krushev and Yeltsin in America: Analog Criticism of Speeches."

Taught TV news writing and several courses in public speaking.

Won GTA of the Year award-- highest ratings.

UNIVERSITY OF LA VERNE

Double B.A., English/ Communication, 5/'91

Graduated 3.93, double major.

Activities and Societies: Toastmasters International Area Governor, Individual Events competitor, ADPI, Drama, School newspaper, UNLV radio and TV news writing and editing.