

Gracelyn Perry

Public Affairs Manager

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STRENGTHS

♥ Crisis judgment

During urgent issues, organized facts first and gave leaders calm message options that protected public trust.

💡 Executive counsel

Prepared sensitive briefings and presentations for senior leaders, turning policy impacts into decisions audiences could understand.

📋 Media relationships

Built responsive journalist partnerships through accurate context and prepared spokespeople, becoming a dependable source during busy news cycles.

👥 Team coaching

Set clear expectations and coached communicators through escalations, helping colleagues gain confidence with difficult public conversations.

🗺 Accessible outreach

Reviewed web, visual, and written content for clarity and access, making public education more useful for varied audiences.

SKILLS

Public Affairs Media Relations

Crisis Communications

PIO Practices Strategic Planning

Executive Advising AP Style

Policy Messaging

Team Leadership Accessibility

Web Content Media Monitoring

Public Education

Outreach Planning

Issue Resolution

SUMMARY

Public affairs and strategic communications leader with nine years of progressive experience across government communications, **media relations**, crisis response, **public education**, policy messaging, and **reputation strategy**. Advises senior leaders on sensitive issues, audience needs, policy impacts, presentations, and high risk messages. Leads communicators through clear expectations, coaching, escalation support, emergency coverage, and practical performance review. Builds trusted relationships with journalists, public agencies, communities, and subject matter experts while translating technical and politically sensitive material into accessible public information. Brings hands on experience with AP style, PIO practices, media monitoring, digital content, web management, accessibility, outreach planning, and **data informed evaluation**. Prepared to contribute thoughtful counsel, calm response coordination, and clear public communication within a mission driven public service environment.

EXPERIENCE

Public Affairs Manager

Northwest Public Services Collaborative 📅 July 2023 - Present 📍 Portland, OR

Leads public affairs, crisis communication, outreach, **media strategy**, executive advising, and team operations for a public service organization. Guides sensitive messaging, supports emergency response coverage, and strengthens consistency across written, verbal, digital, and community channels.

- Led crisis communication planning for sensitive service issues, preserving public trust through clear executive guidance.
- Built repeatable **media monitoring** workflows, giving leaders timely context for reputational risk decisions.
- Coached **public affairs** staff through **performance expectations**, escalations, review checkpoints, and emergency coverage rotations.
- Translated policy and operating data into presentations, reports, and accessible public education materials.
- Coordinated specialists and external partners during escalated needs, supporting continuity across public **services**.
- Improved **quality** controls through documented procedures, training sessions, and timely follow up reviews.

Senior Communications Strategist

Willamette Regional Services Council 📅 June 2020 - June 2023 📍 Salem, OR

Directed policy communication, media relations, public education, web content, and PIO support for regional public programs. Counseled leaders on audience impacts, legislative subjects, presentation strategy, and communication choices involving competing stakeholder needs.

- Shaped policy communication plans that helped residents understand service changes, **rules**, and implementation impacts.
- Strengthened **journalist relationships** through responsive briefings, accurate background materials, and consistent spokesperson preparation.
- Supported PIO operations during urgent events, coordinating messages across agencies and community partners.
- Reviewed **web content** for **AP style**, readability, accessibility, brand consistency, and factual quality.
- Analyzed records and operating data, helping leaders resolve issues with defensible communication recommendations.
- Prepared executive **presentations** that translated **technical subjects** into practical language for varied audiences.

Public Information Specialist

LANGUAGES

English	Native
Spanish	Beginner

MY CAREER



- Public Affairs Manager at Northwest Public Services Collaborative (3.2 Years)
- Senior Communications Strategist at Willamette Regional Services Council (3 Years)
- Public Information Specialist at CivicBridge Communications (2.7 Years)
- Communications Coordinator at Lane Community Information Office (2 Months)

CivicBridge Communications 📅 September 2017 - May 2020 📍 Eugene, OR

Managed public information, community outreach, **accessibility**, **media monitoring**, and technical translation for civic programs. Connected subject matter experts with residents and media representatives, making complex information easier to use and act upon.

- Created audience centered outreach materials that clarified public programs, deadlines, **services**, and policy requirements.
- Monitored news coverage and archived relevant reports, helping communication teams spot emerging concerns early.
- Translated technical program details into plain language content for residents, journalists, and partner organizations.
- Coordinated accessible digital updates across web channels, improving consistency across public information touchpoints.
- Resolved stakeholder questions with subject matter experts, supporting accurate responses and stronger community relationships.
- Tracked communication activity and feedback, supplying useful evidence for **outreach planning** and service adjustments.

Communications Coordinator

Lane Community Information Office 📅 June 2017 - August 2017 📍 Eugene, OR

Supported AP style content, outreach events, presentations, media tracking, and communication calendars for a community information office. Organized materials and partner coordination that helped staff deliver timely, consistent public messages.

- Maintained communication calendars for outreach events, presentations, media activity, and public information deadlines.
- Drafted **AP style** updates that gave community audiences clearer direction on local programs and **services**.
- Tracked media inquiries and coverage, helping staff prepare accurate responses for recurring public questions.
- Supported presentation preparation with organized research, audience notes, and accessible visual materials.
- Coordinated event details with internal specialists and community partners, keeping outreach activities on schedule.
- Applied review checkpoints that improved consistency across public notices, digital content, and briefing materials.

PROJECTS

Regional Emergency Information Readiness 📅 2024

Built a practical readiness framework for emergency public information, connecting PIO awareness, spokesperson preparation, on call coverage, media monitoring, and accessible message review. Work reflected care for residents seeking clear answers during stressful service disruptions.

Policy Change Public Education Series 📅 2022

Created an audience centered communication approach for policy implementation, combining plain language web content, community outreach, visual materials, and executive presentations. The effort helped technical information feel more usable for residents and partner agencies.

LEADERSHIP & AWARDS

- Accredited in Public Relations, recognized for professional judgment and ethical public communication, 2024.
- FEMA Public Information Officer Awareness completion, supporting emergency communication readiness, 2023.
- Team leadership recognition for coaching communicators and improving response coverage across public service operations.

EDUCATION

Bachelor's Degree in Communication

University of Oregon 🎓 GPA: 3.5 📅 2017 📍 Eugene, OR

Coursework: *Public relations, journalism, public policy, organizational communication*

CERTIFICATIONS

- Accredited in Public Relations (APR) 📅 2024
- FEMA IS-29.A Public Information Officer Awareness 📅 2023

TECHNICAL SKILLS

- **Media Relations:** Journalist outreach, spokesperson preparation, media briefings
- **Crisis Communications:** Crisis plans, emergency messaging, incident coverage
- **Public Information:** PIO practices, public education, information services
- **Policy Communications:** Policy analysis, legislative messaging, rule communication
- **Content Standards:** AP style, readability review, editorial quality
- **Digital Channels:** Web content, social media, digital publishing
- **Accessibility:** Accessible content, plain language, visual review
- **Media Intelligence:** Media monitoring, coverage tracking, news archiving
- **Leadership Tools:** Performance expectations, coaching, escalation resolution
- **Presentation Tools:** Executive presentations, briefing materials, visual communication
- **Emergency Management:** FEMA framework, PIO awareness, emergency response
- **Evaluation Methods:** Operating data, records analysis, communication measurement

PROFESSIONAL AFFILIATIONS

- Public relations and public affairs professional communities, with continued focus on ethical communication and public trust.
- Regional public service partnerships, connecting agencies, specialists, journalists, and communities around clearer information.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST