

# Whitney Salts

PUBLIC RELATIONS & COMMUNICATION

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## REFERENCES

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Given my three years as a PR Director, three years as a news journalist, and three years as a representative of the public, I have a diverse background with much to offer your team. I'm an experienced Director of Communication and Public Relations with demonstrated history handling crisis communication, news-media, marketing, special events and development in the higher education and non-profit sector. I am a creative thinker who is eager to tell stories that impact the community, being a voice for those who cannot speak for themselves and advocating for a cause.

Transitioning from news to public relations served as an opportunity to set myself apart from other professionals because of my broad skillset. As a news reporter, the most valuable skill I obtained was how to work efficiently under intense pressure to meet deadline. I am proficient in producing content for television, web, print, and social media on various platforms. News taught me the importance of building valuable working relationships with your community. I often served as a content creator with social media expertise in analytics. I am comfortable to prepare and conduct press conferences. Being a journalist allowed me to obtain skills in driving engagement and building community connection for story development.

In my previous role as Director of Public Relations and Development, I have proven to be a self-starting administrator by leading a re-branding initiative which included the launch of a brand-new website for Saint Francis. I continually strive to improve functionality and productivity in my current workplace by bringing new ideas, initiatives, programs, and technology to the table. I know what it takes to effectively tell a compelling story with words, video, and pictures. I have launched the very first blog in the school's history, where parents can keep up to date on stories within our school. I have successfully led two seasons of our Annual Giving Campaign which brought in over \$300,000 each year for the school. I served as the PR, Marketing and Advertising, Multimedia Content Creator, and Development Director for Saint Francis.

In my current role as Director of Corporate Communications, my collaborative skills across departments help develop ideas to create visually unique storytelling elements. I ensure communication strategies influence internal and external engagement as well as represents Glenwood's voice and brand. I serve as one of the primary spokespersons for the organization.

In addition to my professional experience, I have held the titles of Miss Sullivan County 2016 and Miss Johnson City 2017. During that time, I served as a local ambassador for Children's Miracle Network Hospitals across the state of Tennessee, raising nearly \$2,000. In 2011 when my mother was diagnosed with Breast Cancer, I began my personal platform "Hope is a Cure for Breast Cancer: Education & Awareness". Because there's more needed to fight breast cancer than medicine alone. You must have H O P E. As an event director, volunteer, and having leadership roles in many different organizations, this showed me one person can make a huge difference in the world, one life, one person at a time. I have dedicated most of the last 10 years of my life supporting the cause of finding a cure for breast cancer and raising hundreds of thousands of dollars for cancer research. I have spoken to thousands about the necessary precautions with cancer and how to overcome the obstacles it brings, as a trusted communicator. I recently was selected as a social media influencer for two of Komen's social media campaigns.

After reviewing my resume and portfolio, I hope you will agree how my skillset can be of benefit. You can learn more about my advocacy work and news stories at my website <https://whitneyshelton.wixsite.com/whitneyshelton>. Thank you for your time and consideration.

Respectfully,

Whitney Salts