

Sylvia Davis Barnard

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EXPERIENCE

PR Director, Social Media Coordinator (via remote home office)

WHOLLY GUACAMOLE/Fresherized Foods, Fort Worth, TX

April 2007 – February 1, 2011

- Developed and drove national public relations program for NEW brand launch April 2007 thru January 2011
- Delivered 3.5 years of value-added programs with proven ROI more than 5 times the annual cost
- 335 M impressions 2008; 800 M impressions 2009; 929 M 2010 – Average 250++ electronic and print hits monthly
- Developed and executed blogger outreach program including innovative blogger web site
- Contributed and supported social media FaceBook programs April-December 2010
- Responsible for brand voice development, education and execution throughout public relations, advertising and marketing programs
- Assisted on cross-marketing partnerships with ABC/Disney, Six Flags, NY Yankees, Dallas Cowboys and Homegating partners
- Brand recognition (unprompted) increased from 8% to 45% in less than 3 years
- Received more than 85% increased coverage from all media outlets from September 2007-current
- Instrumental in growth of FB fan base from 7,000 to 40,000 in 3-day period via single e-mail outreach, Fall 2010
- Won 11 consumer editorial awards that supported retailer sell-in for additional SKUs on two new products
- Grew overall consumer business 30% in first year of new brand and double digits each year
- Helped develop and drive two brand extensions - Wholly Salsa and Wholly Queso
- Key part of brand marketing's strategic team to integrate overall marketing, public relations, promotions and partnerships

Owner, Entrepreneur

BOWWOW MARKETING & PUBLIC RELATIONS CONSULTING

June 2001 – present

- Provide creative and effective marketing, public relations, advertising, collateral and media services to a diverse client base
- Deliver one-stop, turn-key services, top-level planning, proven results and years of agency experience at affordable prices
- Developed & executed series of Nokia white papers re upcoming technology (MMS, Bluetooth, Push to Talk) including photo shoot
- Created one-of a kind launch presentation products, exclusive packaging and events for niche products supported by Nokia
- Managed Speakers Bureau responsibilities for Cingular Wireless 2004-2006
- Responsible for PR-based, communication and brand launch strategies for a series of Nokia niche retail products 2001-2005
- Manage social media strategies for upcoming and top brands via Facebook marketing and strong blogger relationships
- Client list includes high-tech to high-fashion:

Wholly Guacamole, Nokia Mobile Phones; Cingular Wireless; CheckFree; Pictorial Webster's Dictionary, Medicia; MountainTopGA; StreamWorks Technologies; PaletSoft; Trexta; Buzz-Free Prom; and others.

Vice President, Account Supervisor

KETCHUM Atlanta, GA

June 1997 – June 2001

- Coordinated, managed, and supervised a team of employees focused on B2B and B2C marketing strategies for top industry brands
- Responsible for planning Nokia's brand-building activities, awareness and consumer market growth 1997-2000
- Provided strategic counsel for product launches, marketing events, web sites and corporate initiatives to ensure maximum awareness
- Managed development of successful broadcast messaging using PSAs, radio promotions, satellite media tours and video news releases
- Coordinated marketing and philanthropy programs with celebrities including Jennifer Love Hewitt, Niki Taylor and Joe Theismann
- Strategized with corporate marketing and communications departments to integrate company positioning and customer issues
- Monitored media and research competitor issues to increase program effectiveness and delivery of key messages
- Developed and managed production of quarterly newsletter distributed globally to more than 50,000 Nokia customers and employees
- Responsible for developing new business opportunities, growing employees, managing annual account forecasting and monthly billing

RESULTS:

Nokia Sugar Bowl 2000 -- Nokia's most successfully integrated marketing program to date

Growth of the Nokia brand – positioning – 1998, 3rd ranked—to industry leader and world's top mobile phone manufacturer 2000

Directed agency growth of Nokia account from approx. \$30,000 monthly to more than \$1 Million in yearly billings

Instrumental on Brand Launch and team management of Cingular Wireless account

Senior Account Manager, Group Leader

THE ZIMMERMAN AGENCY, Tallahassee, FL

January 1995 – June 1997

- Supervised 5 account managers on 9 accounts through monthly forecasting and annual planning, media management
- Negotiated broadcast & cooperative promotions including: Macy's, Coke, Jeopardy and American Express
- Managed launch events including: Jack Nicklaus Golf Course Ground Breaking, Columbia Hospitals/Miami Dolphins press conference
- Orchestrated account support including branding campaigns, media blitzes, photo shoots and new business pitches
- Planned and executed annually, 4 national and 2 international media familiarization tours and media development missions
- Developed targeted travel-destination programs and strategies including local, regional, national and international tourism pushes

Account Experience: - Tallahassee Tourist Development Council

- Marco Island & The Everglades CVB

- Marriott's Marco Island Resort and Golf Club

- Columbia Hospitals of South Florida and others.

Managing Editor, PR Account Manager, ARTBEAT Magazine

SDB-2

PAGE ONE MEDIA SERVICES, Blacksburg, VA

May 1994 – January 1995

- Managed public relations, editorial content and features for a monthly regional publication
- Assisted in advertising campaigns and sales efforts to keep publication profitable
- Contributed to design services for local and regional clients for basic layout within publication

Entrepreneur

COMMUNICATIONS & MEDIA SERVICES

Spring 1992 – January 1995

- Provided basic computer design services for non-profit and small business needs
- Created direct mail, company brochures, business cards, advertising outreach materials
- Assisted in marketing strategies

Computer Publishing & Graphic Design Lab Instructor

UNT DEPARTMENT OF JOURNALISM, Denton, TX

June 1993 – May 1994

- Instructed more than 250 senior and graduate students--50 each semester--on seven computer design applications
- Visually edited and marked student project work weekly including 25 points of design corrections on each paper
- Taught and tested skills for basic Microsoft programs, incorporation of scanners, use of charts for business, etc.
- Created training/research manual - published and adopted by UNT Journalism Department for classroom use

Event Coordinator/Catering Director

NEWPORT'S INVESTMENTS, INC., & Sam's Café, Dallas, TX

September 1990 – July 1991

- Solely responsible for catering business division including off-site and on-site executions for 3 locations
- Grew catering income \$200 average/month to 5+ weekly bookings valued at \$200-\$20,000 a party in less than a year
- Managed wait staff for up to 10 people for private events
- Worked with 3 chefs on menu development for 3 different restaurants
- Created catering systems and programs for company including event booking charts, library of décor and display standards
- Responsible for client management including menu planning, decor and ups to increase overall profits

Assistant Banquet Manager

February 1990 – September 1990

Corporate Management Trainee

August 1989 – February 1990

HYATT REGENCY D/FW, Dallas, TX

- Chosen as 1 of 218 candidates from a pool of more than 2,500 applicants Spring, 1989
- Completed 8 month full tour of training within 10 departments of hotel operation
- Selected among trainees for first-choice job placement within property following training
- Served 1 week as emergency management staff, Hyatt Embarcadero, during World Series, San Francisco F&B strike, October, 1989
- Executed banquets ranging from 10-5,000 between two hotel towers and a golf course, each ¼ mile apart
- Responsible for nightly accounting and reporting for banquet operations totaling 12-50 events daily between 2 towers
- Coordinated activities within multiple departments and staff of 2-150 for event execution

EDUCATION, ACHIEVEMENTS & AWARDS

Wholly Guacamole Product Awards 2007-2011

Men's Health – Top Foods for Men '09, '08; **Women's Health** – Top Foods for Women 2009

Shape Magazine – Best Savory Snack 2008; **Prevention Magazine** – 25 Flat Belly Meals, 2008

Fitness Magazine – Best in Fridge Snack Awards '09, '10; **Health Magazine** – Best Salsa, 2009

Parents Magazine – Snack Awards— February 2011; **Good Housekeeping** – **125 Top Foods, 2010**

Prepared Foods Magazine – Sprit of Innovation Award

PTPA Product Award (Parent Tested Parent Approved) – 2010

Featured on *Food Network- Unwrapped Dip it!* Episode 1801 (2008)

What Kids Want, Advertising Age/Marketing Teen Seminar, Los Angeles 2002

HSMIAI Gold Award 1995

"New Property Opening, Brasstown Valley Crowne Plaza Resort" GA

Master of Journalism

UNIVERSITY OF NORTH TEXAS

Department Award - Outstanding Graduate Student 1993-1994

Mayborn Scholarship Award Recipient

B.S. Hotel, Hospitality and Tourism Management, Business Minor

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Eta Sigma Delta Honor Society

Kappa Omicron Nu Honor Society