

Susan M. Brimo-Cox, APR

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Seasoned professional offering a solid background based on more than 20 years of experience in journalism, public relations, marketing and communications. Accredited in Public Relations (APR).

Experience
08/07 - Present

Director of Public Relations

Penn State Fayette, The Eberly Campus, Uniontown, Pennsylvania
Responsible for a wide range of strategic communications activities, including media relations; writing/editing marketing, public relations and advertising materials; development of new communications vehicles; oversight and enhancement of Web site content; in-house marketing strategy consulting.

10/99 - Present

Principal/Owner

Brimo-Cox Communications L.L.C., Ohio, Pennsylvania

Writing, editing and public relations services and consulting. Current focus areas are publications editing and garden columnist/feature writer. Expertise also includes: strategic marketing communications, planning and integration; media relations; and corporate communications, publications and Web site content. Free-lance and agency-subcontracted assignments.

Business and PR clients include: Barker Campbell Farley & Mansfield Advertising and Public Relations, Bella Lingua Public Relations, Carnegie Mellon University Tepper School of Business, Children's Hospital of Pittsburgh, Hazelwood Main Street Task Force, Ketchum Public Relations, Mia Public Relations, Rose & Womble Realty Co., Tara Communications, Turtle Creek Valley Mental Health/Mental Retardation Inc., The Morgan Log House.

Media clients include: *Columbia County Magazine, Concrete Decor, Georgia Builder, The Glass Bead, The Greenfield Grapevine, Herald-Standard newspaper, Homearama Plan Book, Louisiana Builder, Mississippi Builder, North Carolina Builder, Ohio Builder, Oregon Builder, PaintPRO, Remodeling Magazine, Traditional Masonry, The Tidewater Builder, Virginia Builder.*

12/97 - 10/99

Public Relations Account Executive

Barker Campbell Farley & Mansfield, Virginia Beach, Virginia

Versatile and effective member of the business-to-business team at the largest independent agency in Virginia during the late 1990s. Handled account management, strategic planning, issues and crisis management, media relations, publicity, and integrated marketing. Championed PR use of new media. Mentored interns. Client work included: pharmaceutical, food association, economic development, tourism and solid waste accounts.

6/90 - 12/97

Director of Public Relations

Rose & Krueth Realty Corp., Virginia Beach, Virginia

Responsible for a wide range of public relations/communications functions for the then No. 2-ranked real estate broker in southeastern Virginia.

6/87 - 3/89

Morning News Anchor; News Editor; Reporter

KHVV, Honolulu, Hawaii (all-news format)

5/85 - 6/87

Newscaster; Public Service Director; On-Air Talent

KDEO, Waipahu, Hawaii (country music format)

12/82 - 1/85

Morning News Editor; Talk Show Host; Reporter

WNIS, Norfolk, Virginia (news-talk format)

(More)

Formal Education

1/94 - 5/96

Norfolk State University, Norfolk, Virginia

Masters Degree in Communications

Major: **Public Relations**

1/86 - 5/87

University of Hawaii-West Oahu College, Pearl City, Hawaii

Bachelor of Arts in Social Science

Major: **Political Science**

9/83 - 12/84

Old Dominion University, Norfolk, Virginia

Areas of Study: **Journalism/English**

6/80 - 12/81

Bucks County Community College, Newtown, Pennsylvania

Areas of Study: **Mass Media, Advertising, Marketing, Business**

9/72 - 5/76

Wilkes University, Wilkes-Barre, Pennsylvania

Bachelor of Arts in Fine Arts

Other Education

2/92-Present

Various conferences, seminars and workshops pertaining to writing, public relations and Web site content. (Also professional conferences related to ongoing assignment subject matter.)

1/90 - 1995

Department of the Navy, Norfolk, Virginia

Ombudsman Training Academy I & II, and various symposiums

Professional and Community Service Activities

- Member, Public Relations Society of America
Earned Professional Accreditation, February 1996
Member of Independent Practitioners Alliance section
Member of Counselors to Higher Education section
- Member, National Federation of Press Women
- Member, Pennsylvania Press Club
Board Member, 2003 and 2004; President, 2001 and 2002
- Member, Garden Writers Association
- Member, American Federation of Television and Radio Artists (AFTRA)
- Former Member, Pittsburgh Chapter Public Relations Society of America
APR Committee, 2000
- Former member, Hampton Roads Chapter Public Relations Society of America
Board Member, 1997-1999; Chairman, Professional Development Committee, 1998; Chairman, Program Committee, 1997; Co-Chair, Membership Committee, 1996
- Former member, National Association of Female Executives
- Former Member, Virginia Press Women
- Former Member, National Association of Real Estate Editors
- Former Member, Tidewater Society of Communicating Arts
Board Member, 1998/1999; President, 1997/1998
- Former Member, Advertising Federation of Greater Hampton Roads
- Board member, Touchstone Center for Crafts, 2006-2007
- Active status, Penn State Master Gardener
- Former U.S. Navy Ombudsman, 1990 - 1995