

Ann C. McNellis

2001 Bretton Circle
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FREELANCE

PROJECTS: **Healthy Schools Oklahoma**

Support organization with full service marketing and public relations efforts.

Develop concept, design and content for regular newsletter.

Create various marketing pieces including annual reports, brochures, posters and giveaway items for promotion.

Nebraska Christian College

Edit and design 8-12 page, full color newsletters distributed as an outreach piece for the college's community.

Developed concept and designed an annual report for distribution to current and prospective donors.

Humphreys Company

Write, design and edit 4 page newsletter for Carlton Landing, a lake community currently under development.

KOCO Channel 5

Served as public relations support as well as assisted in community outreach efforts and event planning.

EXPERIENCE: Communications Coordinator March 2001 – April 2002; March 2004 – Oct. 2007
Oklahoma City Public Schools Foundation, Inc.

Design, write, and edit quarterly newsletter. Take photographs and work with printer on production of newsletter. Produce a variety of publications including special event invitations, programs and flyers. Contribute to the planning of several significant events throughout the year for the community. Produce and distribute press releases to generate favorable media coverage and develop and maintain media contacts. Make site visits to various campuses, interview and work with students and faculty on Foundation programs. Collaborate with outside source to revamp website, write copy for site and maintain.

Account Executive

April 2002 – March 2004

Waddell Pointer & Associates

Managed a variety of different client accounts. Worked directly with decision maker to create long term marketing efforts that both brand the image of the corporation while maintaining top of mind awareness. Produced creative and informative advertising campaigns to capture the attention of the consumer. Wrote, created, and organized direct mail campaigns to reach the target market audience. Wrote and oversaw the design of press releases, newsletters and brochures. Planned a variety of community events for clients including creation of invitations, programs, etc. as well as working with the media and speakers. Wrote, prepared and delivered various presentations and programs for diverse audiences and tracked marketing efforts throughout the year. Developed and produced radio and television spots.

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SKILLS: Thorough knowledge of Microsoft Office, Adobe InDesign, Pagemaker and Photoshop
Desktop Publishing course—included the design of several layouts for brochures, newsletters, advertisements, and yearbook spreads.
Photography/Publication Design course—included taking and printing pictures, studying elements of design, and creating several publications incorporating own photographs.

PUBLICATIONS,

HONORS &

ACTIVITIES: Recognized as a “Seven Who Care” recipient from students at Oklahoma Baptist University
Recognized as “Outstanding Adjunct” by Communications Department at Oklahoma Baptist University
Member of Central States Communication Association since 2017
Co-Author - “Prime Real Estate: Branding University Syllabi.”
Paper presentation: Central States Communication Association Conference; Milwaukee, WI.
Presenter - “Hired to Help: Students Learn the Special Communication Needs of Nonprofits Through Real Life Dialogue with the Community”
Great Idea for Teaching Students Presentation at CSCA Conference; Omaha, NE.
Member of Crossings Community Church since 2001
One of the current teachers for Newly Married Sunday School class