**Lisa Cracchiolo Tush**

(818) 416-5626 802 Linda Vista Avenue

lisatush@sbcglobal.net Pasadena, CA 91103

**Student Mentoring**

August 2018 – current California State Polytechnic University, Pomona

 Executive in residence, College of Business Administration

 Pro bono

* Assisting students in the sales track prepare for job interviews

January 2019 – current University of Southern California

* Section instructor for PR 562 (Foundations of Effective PR Writer)

**Elementary Education Experience**

August 2014 – June 2017 St. Charles Borromeo School, N. Hollywood, CA,

Language Arts teacher, grades 6-8

August 2007 – June 2013 Holy Redeemer Middle School, Montrose, CA

 Language Arts teacher, grades 6-8

Activities and responsibilities included:

* Writing content and mechanics – implemented full program of expository, descriptive, and narrative essays; poetry unit
* Literature – read and discussed monthly novels and short stories with emphasis on character development, theme, and literary devices; taught annotating skills
* Vocabulary – taught program based on Latin roots and prefixes
* Prepared 8th grade students to take their high school entrance exams
* Coached St. Charles mock trial team (1 year)
* Coached Holy Redeemer decathlon team (3 years)
* Chaperone for spring break trip 2018 to Washington, D.C.

2005-2007 Substitute teacher, elementary school level

**Public Relations Experience**

I have solid agency account experience having managed national, local, and trade consumer media campaigns and special events for clients in numerous industries. Media and marketing experience included:

Press Kit Development Consumer/Customer Newsletters

Media Tours Customer Presentations

Media Training Grand Openings

 Press Interviews Consumer Surveys

2000-2001 Ogilvy Public Relations, vice president

 (Lightspan, Aradigm, Alaris)

1998 – 1999 Self-employed

 (Star System, Holy Redeemer School)

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1990 – 1998 Ketchum Public Relations, vice president

(Metrolink, Star System, City of Brea, City of Pomona, Nextel)

1986 – 1990 Burson Marsteller, senior account executive

 (Hilton Hotels, Epson computers, Scripto writing instruments)

1984 – 1986 Hill and Knowlton, account executive

 (Bridgestone, Mazda, MGM, Crocker Bank)

**Education**

2004 California State University, Los Angeles

 Multiple Subject, Teacher Credential Program

1984 University of Southern California

 B.A. School of Journalism, Public Relations emphasis