

Kate Flynn Jacobs

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PROFESSIONAL SUMMARY

Experienced public relations professional specializing in: strategic communications and campaigns • media relations
• media training • public relations writing and message development • content strategy

PROFESSIONAL EXPERIENCE

University of Southern California, Los Angeles, California January 1999 - present
Adjunct Professor

- Teach undergraduate and graduate courses in introductory and advanced public relations strategy and writing in the Annenberg School for Communication and Journalism. Skills taught include public relations writing for multiple platforms and diverse audience segmentation as well as multimedia including video, photography and web design.

KFJ Communications, Pasadena, California January 1994 - present
Writing Coach and Communications Consultant

- Writing Coach: Work with clients to perfect writing skills and ensure materials align with company objectives.
- Communications Consultant: Develop comprehensive strategic communications plans to build cohesive intersection of message, audience and platforms for maximum alignment of company's goals and performance.

Pacific Bell, Los Angeles, California March 1989 - December 1993
Media Relations Manager

- Spokesperson and news writer for Los Angeles media market • Executive speechwriter • Communications planner
- Media trainer for company spokespersons • Crisis communications manager

Bell Communications Research, Livingston, New Jersey April 1986 - March 1989
Editor

- Responsible for editorial direction, design and production of bi-weekly corporate newspaper • Researched, wrote and produced company's annual report • Executive speechwriter • Strategic communications planner

Pacific Bell, San Diego, California August 1985 - April 1986
Media Relations Manager

- Spokesperson and news writer for San Diego media market • Crisis communications manager

Pacific Bell, San Francisco, California July 1983 - August 1985
Assistant Editor

- Researched and wrote news stories for company newspaper • Assisted editor with photography, design and lay-out

SKILLS

- Strategic Communications
- Public Relations Campaigns
- Public Relations Writing
- Content Strategy and Development
- Media Relations
- Media Training
- Presentation Skills
- Website Design
- Photography and Editing
- Video Editing

EDUCATION

June 1993 **University of Southern California**, Annenberg School for Communication.
MA in Communications Management. GPA: 3.96

May 1983 **California State University, Fresno**. BA in Journalism. Named outstanding graduate in Journalism Department.

HONORS

- **Award of Excellence** for individual contribution to Pacific Bell's success
- **Award of Merit** for speechwriting, PRSA, Los Angeles
- **Award of Merit** for annual report, IABC, New Jersey
- **Award of Merit** for corporate newspaper, IABC, New Jersey
- **Award of Excellence** for individual contribution to Bellcore's success
- **Award of Merit** for United Way poster, IABC, New Jersey