

PARRI SONTAG

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AWARD-WINNING MARKETING AND COMMUNICATIONS SPECIALIST

with 16 years experience in:

- **Launching Products and Programs**
 - **Event Planning and Publicity**
 - **Media Placement**
 - **Advertising/Promotional Literature**
 - **Corporate Literature and Press Kits**
 - **Web Sites**
 - **Direct Mail and Bill Inserts**
 - **Newspapers, Newsletters, Magazines**
 - **Promotional and Training Videos**
 - **Radio Spots**
 - **Outdoor advertising**
 - **Speeches and talking points**
- **A creative thinker** with a demonstrated ability to successfully increase productivity and profitability through **innovative advertising and marketing**.
 - **A corporate strategist** skilled at developing and communicating powerful corporate messages accurately and convincingly to employees, media, customers and investors.
 - **A project and event leader** who has successfully **raised thousands of dollars** for the Michigan Shakespeare Festival, community theaters and disaster relief.

Imperial Chemical Industries (ICI)
Communications Manager

May 2006 to May 2008

Spearheaded internal communications for **10,000 North American employees of \$10 billion global chemical company**.

- Promoted consumer-driven health care and strategic initiative to help employees make the connection between health and wealth. **Helped company medical trend (health care cost increases) plummet from 20% to 3.5%.**
- Redesigned employee benefits Web site to make it more informative and easier to navigate. **Increased Web traffic by an average of 221% per month over the first six months.**
- Overhauled open enrollment materials to make benefits programs easier to understand. **Achieved 97% enrollment, despite 3% reduction in headcount, surpassing 2006 enrollments by 5%.**
- Launched early enrollment incentive that reduced manual enrollments by 100 to 200 enrollments a day over the last week of open enrollment.

The Sontag Group
Communications Consultant/Copywriter

1999 – Present

Develop innovative marketing and communications materials for clients including:

- Wakefern Food Corporation (ShopRite)
- Jackson Public Schools
- Clarion Hotel and Conference Center
- National Science Industries (toymaker)
- Business Bodyworks (Worksite Massage)
- The Craft Agency (insurance)
- Advanced Care (pharmaceuticals)
- County National Bank
- MotorQuest Chrysler-Jeep
- Commonwealth Associates (electrical transmission and distribution engineering)
- Zoëy Bloom (Tampa Boutique)

Michigan Shakespeare Festival
Development Director

2002 – 2003

Doubled souvenir program ad sales and surpassed 2001 donations in first three months on the job, in a period post-9/11, when charitable giving to the arts was down.

- Developed marketing strategy that successfully brought onboard several new corporate and private donors, raising **\$30,000 in first three months on the job.**

Consumers Energy
Communications Advisor — Corporate Communications

1993 – 1999

Increased employee and customer participation in company initiatives through strategic marketing campaigns.

- Marketed *Heating and Cooling Solutions* to 1.5 million customers. Campaign generated **more phone inquiries in the first month than all previous campaigns combined.**
- **Successfully promoted managed care to employees**, surpassing the expectations of the Benefits Department, with 1,119 employees (11 percent) opting to enroll the first year.
- **Helped company avoid huge financial loss** through series of strategic newsletters persuading City of Alma residents not to build a municipal power company.
- Co-developed **award-winning videos** promoting Direct Deposit and *PeopleCare* and **award-winning brochure** on the historic contribution of the Big Rock Point Nuclear Plant.
- Wrote, designed and edited weekly employee newspaper, quarterly magazine and daily newsletters distributed to more than 10,000 employees.
- **Wrote speeches and talking points for senior executives.**

The Jackson Citizen-Patriot
Feature Writer

1989 – 1993

- **Wrote health and medical stories**, general features and humor columns.
- Won several **regional and national awards for thought-provoking and in-depth writing.**

OTHER EXPERIENCE

Center Stage Jackson, Jackson, Michigan
Board of Directors

2000 – 2002

Directed marketing team that launched new theater company.

- Created quarterly newsletter and season brochures
- **Wrote and produced October 2001 production of *Sing for America*, raising \$7,000 in one day for the American Red Cross Liberty Fund** for Sept. 11 disaster relief.
 - Secured talent, media placements and donations of programs, posters, advertising and 1,600-seat music hall — with **only two weeks from conception to production.**

**Jackson Civic Theater, Jackson, Michigan
Board of Directors**

1991 – 1996

Launched marketing and publicity initiatives that led to consistent sell-out performances.

- **Dramatically increased ticket sales** through promotional newsletter, direct mail and season brochures encouraging patronage and season ticket subscriptions.
- **Developed patronage program** to encourage charitable contributions.
- **Co-developed educational outreach program** in conjunction with 1996 production *The Diary of Anne Frank*. **Organized student essay contest and community forum with Holocaust survivors.**
- Led play selection team that chose the two **most profitable seasons ever.**

EDUCATION

Master of Science in Journalism, Northwestern University, Evanston, IL, 1986
Bachelor of Arts, English, Goucher College, Towson, MD, 1983

AWARDS

International Academy of Communications Arts & Sciences
Grand Award for best employee publication, 1998

Mercury Awards
Gold Award for special purpose employee publications, 1998

International Association of Business Communicators (IABC)
Award of Excellence (1st Place) and Award of Merit (2nd Place) for feature writing, 1995
Award of Excellence (1st Place) for feature writing, 1996

Michigan Press Association
Third Place, features category, 1992
Third Place, Lifestyle/Family section, 1990

American Press Association
Second Place, news feature category, 1991

PERSONAL INTERESTS

Singing, acting, musical theater, comedy