

Kent Wissinger

717.512.0513 • kentwissinger@hotmail.com

517 Lopax Road, Apt. N23 • Harrisburg, PA 17112

Profile	Outside-the-box veteran of the public relations field with specialization in media relations, strategic communications, and graphic arts including web and print design. Has developed and implemented effective communication strategies in both the private sector and government service.
Experience Current Position	<p>M&T Bank — Regional Spokesman</p> <p>As spokesman, I interact with the regional and trade news media, coordinate strategic communications, plan events, track and evaluate company and industry news, write speeches for bank officials, and:</p> <ul style="list-style-type: none">• Act as public relations counselor for senior bank officials• Handle media inquiries on issues of student lending, education, and leasing• Manage community relations for region• Work with regional charitable committees to promote community involvement• Develop communication and marketing materials <p>7/06 to 11/07 Harrisburg Symphony — Director of Marketing & PR</p> <p>As Director, I promoted the Symphony by building relationships with arts and culture journalists, and through marketing efforts including direct mail, and print and broadcast advertising. I managed a \$75,000 marketing budget, created partnerships with local organizations, as well as:</p> <ul style="list-style-type: none">• Designed marketing materials including posters, postcards, and print advertising• Wrote public relations and marketing copy• Worked closely with executive board to advance goals of the Symphony• Managed Web site content and marketing e-mail campaign <p>3/03 to 7/06 PA House Republican Caucus — Public Relations Specialist</p> <p>As PR Specialist, I managed public relations for eight state House members that proved effective in improving their media exposure and approval ratings among their constituencies. My members faithfully relied on me as their counselor for outreach and political efforts. Additional responsibilities included:</p> <ul style="list-style-type: none">• Managed statewide information campaigns• Planned and executed news conferences• Served as spokesman for House members• Wrote news releases, newsletters, speeches, advisories, and opinion pieces• Created print and electronic materials (PowerPoint, brochures, etc.) <p>7/02 to 3/03 PA Department of Revenue — Press Secretary</p> <p>In my capacity as Press Secretary, I oversaw the communications and marketing operations for the department. My primary responsibilities were serving as department spokesman, counseling Revenue Secretary and senior staff, and editing all publications including tax booklets, newsletters, and marketing materials. Other duties included:</p> <ul style="list-style-type: none">• Managed statewide marketing and information campaigns• Served as Right To Know Official for department• Managed Press Office staff• Wrote news releases, media advisories and promotional materials• Wrote speeches for Secretary of Revenue and deputy secretaries

2/00 to 7/02	<p>Congressman George W. Gekas – Press Secretary</p> <p>In service to the Congressman, I acted as his spokesman and promoted his legislative agenda to interest groups and media, coordinated strategic messages with other congressional offices, and served as liaison to federal administration agencies and advocacy groups. Additional responsibilities included:</p> <ul style="list-style-type: none"> • Managed media requests for information and interviews with local and national media • Managed strategic communications nationally and regionally • Wrote news releases, media advisories and speeches • Planned news conferences • Created and maintained Gekas’ congressional Web site. I also created the first Web site in Congress specifically designed for the visually impaired
--------------	--

7/98 to 2/00	<p>Fidelity Color – Marketing Manager</p> <ul style="list-style-type: none"> • Managed marketing efforts • Managed direct mail campaigns • Created new product development strategies • Designed new corporate identity strategy • Maintained relations with trade associations and business media
--------------	--

Education	<p>American University, Washington, DC 8/04 M.A. Public Communication</p> <p>Millersville University, Millersville, Pennsylvania 12/97 B.S. Public Relations with English Minor</p>
------------------	---

Professional Training	<p>Lawrence Ragan Communications, Inc., Washington, DC Advanced Media Relations Program 5/03</p>
------------------------------	---

Civic Leadership	<p>Broad Street Market Board Member, Harrisburg PA Marketing Committee Chair</p> <p>Miriam’s House, Washington, DC I volunteer professional services including web design and writing for Miriam’s House, which is a homeless shelter for women with AIDS/HIV.</p>
-------------------------	--

Technical Skills	<p>Print & Electronic Design I am highly proficient in creating print, electronic, and interactive media. I am proficient in most desktop publishing software including InDesign, PhotoShop and Acrobat. My primary tool for Web design is FrontPage.</p> <p>Print Production I am experienced in working with commercial print vendors in regard to preproduction work, time schedules, proof inspection, color proofing and design/production limitations.</p>
-------------------------	--

Computer Skills	<p>PC & Mac Proficiency</p> <ul style="list-style-type: none"> <li style="margin-right: 20px;">• InDesign <li style="margin-right: 20px;">• PhotoShop <li style="margin-right: 20px;">• Acrobat <li style="margin-right: 20px;">• FrontPage <li style="margin-right: 20px;">• Word <li style="margin-right: 20px;">• Excel <li style="margin-right: 20px;">• PowerPoint • PageMaker
------------------------	--

Writing & Design Portfolio available upon request