



BKM Consulting, Inc.  
Strategic PR + Marketing Communications

## PR/Marketing Communications/Writing/Training Experience

### Marketing Communications/PR Planning Experience

**Barbara Mednick has developed marketing communications and PR plans for these organizations:**

- Metropolitan State University
- Visions Design Studio
- Scott Moen Law Firm
- Allen Interactions
- Center for Strategic IT & Security
- WomenVenture
- Minnesota State Colleges & Universities
- Ceridian Employer Services
- Ceridian LifeWorks
- RJ Associates
- Minnesota Computers for Schools
- Century College
- Normandale Community College
- Barrett Moving & Storage Co.
- Mn/DOT
- Ziegler Leasing Corporation

### Local & National PR Campaigns Conducted

**Barbara Mednick has conducted the following local and national PR campaigns for clients:**

- PR consulting and media relations for 2008 Secure360° Conference 2008 & 2009
- National PR campaign to raise visibility of New England Culinary Institute 2006 – 2007
- Local PR consulting to publicize Minn. Computers for Schools 10<sup>th</sup> anniversary 2007
- Local PR consulting to publicize WomenVenture 2007 Annual Conference 2007
- Media relations for “World Tai Chi Day” at Normandale Community College 2006 & 2007
- PR consulting for Center for Strategic IT & Security (*several campaigns*) 2006 - 2008
- PR consulting and execution to launch “Power of You” initiative January 2006
- Statewide PR campaign for Minnesota State Colleges & Universities System 2003 - 2006
- Planning and PR consulting for National Marrow Donor Program 2002
- Development of PR materials for Eschelon Telecom 2000
- National public relations for Liberty Check Printers 1998
- Consulting & local PR campaign for RJ Associates PEO 1997
- National PR launch for new Ceridian Performance Partners company 1997
- National PR campaign – MnDOT’s High Technology Initiative 1997
- Multi-media campaign – MnDOT’s Traffic Management Center 1996
- National research-based PR campaign for Ceridian Corp. 1994-1995
- Consulting & national trade PR for Ceridian Corp. 1993-1996
- Consulting & national trade PR - Ziegler Leasing Corp. 1995-1996
- National trade PR for Quebecor (USA) Printing 1994-1995

## Web Site Consulting and Writing Experience

**Barbara Mednick has provided Web site consulting and writing to the following clients:**

- Ecolab Vehicle Care for Visions, Inc.
- U of M College of Continuing Education
- Visions Inc.
- Ramsey County WIB
- Allen Interactions for Whoop Design
- Datawatch Corp. for Whoop Design
- JohnsonMcCann for LIN PR & Associates
- Century College
- Mpls. Comm. & Technical College
- 3M Human Resource Communications
- The Platinum Group for Visions, Inc.
- Madsen McDonald Young
- Troyan, Inc.
- Five Star Tax & Business Services
- Simonson's Salon & Day Spa
- Syntegra USA

## Promotional Copywriting Experience

**Barbara Mednick has experience writing marketing/PR materials for a variety of clients including:**

- Brochures
- Newsletters (print & e-newsletters)
- Annual reports
- Speeches
- Feature articles & opinion pieces
- Direct mail letters and postcards
- Video and CD scripts
- Case studies
- White papers
- Public relations materials
- Sales proposals and toolkits
- Media guides and PR toolkits

## Special Marketing/PR/Writing Projects

### **Allen Interactions:**

- Consulted on and developed new sales proposal system for Allen Interactions.

### **Visions Design Studio :**

- Partnered with Visions Inc. to develop a new tagline for the Mosaic MicroEssentials product line.

### **Minnesota Department of Employment & Economic Development:**

- Served as Editor of the "*Learning the Language of Money*" publication for Minn. DEED agency.

### **National Marrow Donor Program (NMDP):**

- Consulted on and wrote a *Media Relations Guide* for use by NMDP PR staff and executives.

### **WomenVenture:**

- Served as editor of "Publicity 101 Handbook" for WomenVenture clients.
- Edited 160-page booklet titled "The Business of Small Business".

### **Barrett Moving & Storage Company:**

- Developed and wrote a sales toolkit for Barrett Moving & Storage Company

## Strategic Meeting Planning & Facilitation Experience

Barbara Mednick has planned and facilitated strategic marketing planning meetings for these clients:

- University of Minnesota CCE staff
- Century College Advancement Dept.
- 3M Human Resource Communications
- Minnesota State Colleges & Universities

## Annual Report Writing Experience

Barbara Mednick has experience consulting, planning and writing annual reports for these clients:

- Minnesota Computers for Schools
- WomenVenture
- National Marrow Donor Program

## Newspaper & Magazine Writing Experience

Barbara Mednick has experience writing newspaper and magazine articles for these publications:

- ***Boston Herald*** – Write food articles for New England Culinary Institute chef’s to run in paper.
- ***Minneapolis-St. Paul Star Tribune***:
  - Wrote 2-3 sales/marketing articles a month for JOBS section from 2003 – 2007.
  - Wrote several lifestyle-oriented articles for “Urban Life” special section.
- ***Women’s Business Minnesota*** – Wrote an article on women and workplace trends.
- ***Ideal Home Magazine*** - Wrote articles on home building and home décor topics.
- ***Rent Right Magazine*** - Wrote several articles on topics of interest to renters.
- ***Eau Claire Leader-Telegram*** – Assistant Lifestyles Editor and wrote lifestyles articles

## Curriculum Development & Training Experience

Barbara Mednick has designed and conducted training for the following colleges/universities, businesses, nonprofit organizations and government agencies:

Ongoing for past several years:

- **Adjunct instructor for U of M College of Continuing Education Workshops:**
  - “Writing for the Web”
  - “Writing Business Proposals”

2009:

- **Executive Summary Writing Training on 2/25:**
  - Developed and conducted customized for Datacard Group proposal writers

2008:

- **Web Site Writing:** Designed and conducted customized training for:
  - U of M Continuing Education staff
  - Priority Publications editorial staff
  - Metropolitan State University staff

## 2006/2007:

- **Web Site Writing** for Medica communications staff
- **Web site Writing:**
  - Designed and led for ISEEK/ CareerOneStop with Century College.
- **Effective Email Writing:**
  - Conducted for AT&T employees and Washington County employees
- **Powerful Business Writing Skills:**
  - Conducted for employees at Washington County, Simonson's Salon Mn/DOT and Minnesota Dept. of Human Rights
- **Writing Persuasive Proposals Webinar:**
  - Acumen Management Group for Microsoft

## 2004/2005:

- **WomenVenture Publicity 101 Workshop:**
  - Designed and conducted workshop for clients
- **Sales and Marketing Training:**
  - Designed and delivered for AnokaRamsey Community College and the City of Blaine
- **Powerful Business Writing Skills:**
  - Designed and delivered training in 2004 & 2003 for Schulte Financial Group, United Health Group and MCTC.
- **WomenVenture:**
  - Designed and conducted a "Publicity 101 Workshop" for clients
  - Delivered workshops to clients from 2000 to 2004 on variety of topics including:
    - Marketing strategies and tactics
    - Sales techniques
    - Business plans

## 2002 & 2003:

- **Determining Marketing Strategies:**
  - Designed and delivered training sessions in 2003, 2002 and 2001 for Anoka-Ramsey Community College
- **Writing Persuasive Sales Proposals:**
  - Designed and conducted for United Properties & Century College

*For more information, please contact Barbara K. Mednick, president of BKM Consulting, Inc. at 651-486-7007 or [bmednick@bkmconsulting.com](mailto:bmednick@bkmconsulting.com). Or, visit [www.bkmconsulting.com](http://www.bkmconsulting.com).*