



BKM Consulting, Inc.



## **BIOGRAPHY**

### **Barbara K. Mednick**

Barbara K. Mednick is an experienced, award-winning, PR/marketing communications strategist, writer, and trainer. As president of BKM Consulting, Inc., Barbara provides strategic PR and marketing communications consulting, writing and training to local and national businesses and organizations. She has 25 years of professional communications experience gained in journalism, business, higher education and nonprofit organizations. She is an active volunteer and board member for several local communications industry, nonprofit and community organizations. She also serves as an adjunct faculty member and trainer for several Twin Cities colleges/universities.

#### **BKM Consulting, Inc. Services** ([www.bkmconsulting.com](http://www.bkmconsulting.com))

- Strategic communications planning and consulting
- Public relations/media relations strategy and consulting
- Promotional copywriting and editing (print & online)
- Communications training and group facilitation services

#### **Clients Served**

- Fortune 100 and 500 companies
- Colleges and universities
- Nonprofit organizations
- Government agencies

#### **Professional Communications Experience**

- President, **BKM Consulting, Inc.** (1999 to present)
- Account Supervisor, **Fleishman-Hillard International** (1996 - 1998)
- Sr. Account Executive, **Kamstra Communications** (1993 - 1996)
- Sr. Account Executive, **Goodwin Communications Group** (1992 - 1993)
- Asst. Director of Public Relations, **College of St. Catherine** (1990 - 1992)
- Marketing Manager, **United Way of St. Paul** (1987 -1990)
- Community Relations Specialist, **Opportunity Workshop** (1986 - 1987)
- Asst. Lifestyles Editor, **Eau Claire Leader-Telegram** (1981 - 1985)

#### **Board Memberships**

- **Ramsey County Workforce Investment Board** – member of Board of Directors
- **Minnesota Computers for Schools** – current member of Board of Directors
- **International Association of Business Communicators, Minnesota Chapter** – active member serving on the board during 3 terms, along with work on numerous committees.
- **Association for Women in Communications, Twin Cities Chapter** – served on many committees and on Board of Directors as VP-Programs and as President of organization.

## Professional Affiliations

- **International Association of Business Communicators, Minnesota Chapter** – active member, serving on board of directors three times and on numerous chapter committees.

## Teaching/Training Experience

- **Adjunct instructor for U of M College of Continuing Education, St. Paul, MN:**
  - “*Writing for the Web*” – conduct one-day workshop several times a year.
  - “*Writing Business Proposals*” – conduct one-day workshop several times a year.
- **Adjunct instructor for Normandale Community College, Bloomington, MN:**
  - “*Writing for the Web*” – developed and conduct workshops several times a year.
- Develop and conduct a variety of writing and marketing communications training workshops for companies, non-profit organizations, government agencies and colleges.

## Published Writing

- Regular sales/marketing columnist for *Star Tribune JOBS* (2003 – 2007)
- *Women’s Business Minnesota* magazine
- Star Tribune publications: *Urban Life*, *RentRight* and *Ideal Home* magazines

## Education and Training

- **Master Trainer Certificate** - AnokaRamsey Community College
- **Group Facilitation Methods Certificate** - International Institute of Cultural Affairs
- **Mini-MBA Certificate** - University of St. Thomas – Minneapolis Campus
- **B.A. Journalism** - University of Wisconsin-Eau Claire
- **IABC International Leadership Institute**
- **Management training** – United Way of America
- Attended numerous conferences, programs and seminars on marketing, PR, writing, etc.

## Industry Awards

### “Star Tribune JOBS articles” — Writing: Recurring Features or Columns:

- 2005 *Bronze Quill Award of Merit*, Int’l Assoc. of Business Communicators – MN
- 2005 *Crystal Clarion Merit Award*, The Association for Women in Communications

### “Winning Business Support” PR Campaign — Minnesota State Colleges & Universities:

- Finalist – Community Relations/Govt. PR, 2004 PRSA Classics Awards, MN
- 2004 *Gold Award*, Communications & Marketing, CASE V District Awards
- 2004 *Medallion Award*, National Council for Marketing & PR – District 5

### “It’s Worth the Wait” Media Campaign — Mn/DOT Traffic Management Center:

- 1996 *Classics Award*, Public Relations Society of America – Minnesota Chapter

### Ceridian Research-Based Public Relations Awards:

- 1995 Classics Award, Public Relations Society of America – Minnesota Chapter
- 1995 Award of Excellence, Int’l Assoc. of Business Communicators – Minnesota
- 1995 Award of Excellence, American Marketing Association – Minnesota Chapter