

RESUME'

Eva K. Pickens

7915 Duffield Lane * Houston, TX. 77071

Phone: 713-470-7917

Email: evapickens@scglobal.net

PROFESSIONAL SUMMARY

A high-energy professional with more than 25 years combined experience in communications, public information, media and public relations, advertising, coordinating special events, conferences, and releasing official statements orally and in writing. Ability to work with individuals at all levels and learn new skills quickly.

AREAS OF EXPERTISE

Media & Public Relations, Fundraising, Community Outreach, Communications, Speech Writing/Development, Marketing/Promotions & Public Information

PROFESSIONAL ACCOMPLISHMENTS

- Coordinated the campaign that raised \$250,000 in 30-days to send the Texas Southern University "Ocean of Soul" Marching band to Canton, Ohio for the Michael Strahan Enshrinement into the Pro Football Hall of Fame
- Responsible for bringing MSNBC "Race Relations" and "Growing Hope" Campaigns to Houston in years 2010 and 2014
- Wrote a proposal and granted funding for a grant to provide mentoring and college readiness workshops to 100 high school students via the Supplemental Education Services Grant
- Secured funding via local philanthropist for TSU Endowment, President's Leadership Scholarship Awards, TSU Homecoming and Scholarships
- Garnered three Gold Medal Awards in the 2014 Council for the Advancement of Secondary Education Marketing and Public Relations competition
- Assisted with the development of narratives for proposals to Coca-Cola, Title III, Houston Livestock Show & Rodeo, Houston Endowment, COMCAST, and AT&T
- Created and launched the HATS & TIES Outreach Campaign where Hats stands for Honoring Academically Talented Scholars and Ties, To Impact & Engage Students
- Created and implemented the TS-YOU Image campaign that garnered first place honors in the Collegiate Marketing & Advertising Showcase. The campaign enhanced the university's brand, increased enrollment and added to the number of alumni participating in and attending university events
- Recognized by the Council for the Advancement of Secondary Education (CASE) for 25 Years of Services in the Public Relations & Marketing Industry
- Recognized by D-Mars Business Journal as one of Houston's Top 30 Influential Women (August 2013)
- Managed image and media relations for large complex organizations; established relationships and identified resources
- Cultivated relationships with various constituents, including media, politicians, community, clergy, donors, athletes, alumni, students and employees
- Strategically positioned personnel in media interviews and programs that showed faculty as experts and positive contributions made by employees
- Coordinated a recruitment campaign, which resulted in an increase in freshman enrollment and an overall enrollment increase for the university. This resulted in an increase in state funding
- Unveiled successful campaigns; image, fundraising, walk-a-thons, season ticket sales, etc.
- Coordinated various events to heighten the awareness of the university's contributions to the community, i.e. United Way Campaign, Reading is Fundamental, Voter Registration, etc.

PROFESSIONAL RESPONSIBILITIES

- Promoted all aspects of the organization, including managing its image, creating media strategies, and enhancing relationships with all stakeholders and constituents
- Supervised a writing and design staff, organized press conferences/media days and maintained positive relationships with the media, the community and politicians
- Worked closely with the CEO, Board of Trustees, and all departments of the business; prepared and delivered press statements
- Wrote and disseminated press releases on a daily basis and coordinated special events
- Interfaced with consultants to promote campaigns; voter registration, fundraisers, etc.
- Attended networking seminars to gain more knowledge regarding industry trends
- Controlled all aspects of daily news articles, including researching information and interviewing individuals to ensure accuracy of information

PROFESSIONAL HISTORY

Spokesperson/AVP Communications Director-Texas Southern University 2008 - Present

Spokesperson/Communications Director - Gulf Coast Community Services Assoc.- Sept. 2005 – 2008

Consultant/Media Trainer – Three G Communications, January 2001 – 2005 (Part-Time)

Part Owner/VP – Candy Bouquet Franchise Oct. 2002 – Present

Director/Spokesperson – Public Relations, Texas Southern University, 1990 – January 2001

Assistant Director, Marketing & Communications, Texas Southern University, 1983- 1989

Copywriter – M. David Lowe Personnel Consulting Firm, 1982 – 1983

Newspaper Reporter – Opelousas Daily World Newspaper (A New York Times Subsidiary) 1977-1982

Political Consultant – Gerald Womack, Carroll Robinson, Barack Obama, Hillary Clinton

EDUCATION

Bachelor of Arts, Journalism, Southern University, Baton Rouge, Louisiana

Masters, Public Relations Management, Texas Southern University, Houston, TX

Summer Institute in Public Relations, University of Notre Dame, Indianapolis, Indiana

Association of Fundraising Executives - APF - Houston, TX

MEMBERSHIPS – AWARDS & HONORS

Member, of Public Relations Society of America

Member, American Association for University Women

Member, Houston Association of Black Journalist

Member, National Association for the Advancement of Colored People -Houston Branch

Member, Council for the Advancement and Support of Education (CASE)

Profile Feature Award – Daily World, A New York Times Subsidiary

REFERENCES

Patrick Trahan, Spokesperson, EXXON/Mobile, formerly City of Houston, 713-247-2868

Melany Lawson, News Anchor, KTRK-TV-Houston, TX

Manson B. Johnson, II, Shepherd-Teacher, Holman Street Baptist Church