

**REGINA M. DRUMM, MBA**  
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**PENNELLVILLE, NY 13132**  
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## ***PROFESSIONAL SUMMARY***

Accomplished Marketing/Public Relations professional with 20 years of experience developing and executing all aspects of marketing and public relations campaigns to increase company exposure and support marketing initiatives. Demonstrated strength in producing effective advertising, print, and promotional materials. Ten years of Senior Leadership responsibilities and supervisory experience. Adept in developing high-performance and dedicated teams to meet employer's objectives. Team driven approach and lead by example managing philosophy.

In addition, through academic knowledge, business and life experiences, bring a diverse background of real world insight to college level business teaching philosophy and instruction. Demonstrated ability to adapt and apply current events to curriculum and develop students' workplace skills.

## ***EXPERIENCE HIGHLIGHTS***

- Develop Lesson Plans & Deliver Course Outcomes
- Ensure student development & success
- Apply 7 Principles of Good Practice to teaching
- Marketing and Strategic Plan Development
- Media Buying & Planning
- Newsletter & Promotional Literature Development
- Budget Administration
- Experience with Microsoft Office Suite
- Employee Morale Bldg. & Team Leadership
- Press Release & Article Writing
- Media Relations & Press Kits
- Special Event Coordination
- Experience with Adobe Software
- Develop Relationships with Clients

## ***EDUCATION***

**LEMOYNE COLLEGE**, Syracuse, NY  
Masters of Business Administration

**ST. BONAVENTURE UNIVERSITY**, Olean, NY  
Bachelor of Arts in Mass Communications  
Concentration: Public Relations and Marketing

### *Professional Development:*

Web Design with Dream Weaver I	6/2008
Handling Difficult and Demanding Customers	10/2006
Coaching Skills for Managers and Supervisors	9/2006
Marketing... What Works, and What Doesn't and Why	9/2004
Disney Institute – Management and Service Disney Style	5/2003

## ***PROFESSIONAL AFFILIATIONS***

American Marketing Association	2002-Present
Romance Writers of America	
CNYRWA Chapter – Published Status	2004-Present
www.reginaedwardsdrumm.com	
Public Relations Society of America (PRSA)	1997-Present
Publicity Chair – 2003-2005	
Society for HealthCare Marketing Strategies	2002-2008

## ***PROFESSIONAL EXPERIENCE***

### **INSTRUCTOR**

9/07 - Present

#### **Bryant and Stratton College, Liverpool, NY**

- Responsible for developing lesson plans, instructing students and meeting college's objectives for course
  - BUSS100 Business Principles
  - BUSS110 Marketing Principles/Social Media Marketing
  - BUSS130 Business Law
  - BUSS215 Management Principles
  - ECON220 Macroeconomics
  - SOSC215 Career Management/Internship
  - XXX260 Internship/Capstone
  - SOSC101 Human Relations
- Apply *Seven Principles of Good Practice* to teaching philosophy
- Participate in peer review process & at-risk student discussions
- Participate in delivering instruction for school-wide Professional Portfolio Day
- Established a student newsletter and serve as Editor
- Advisor for student Business Club

### **OWNER**

#### **Drumm Marketing & Communications, LLC, Pennellville, NY 9/2011 – Present**

www.drumm-marketing.com

- Full service marketing, advertising & communications company for Small to medium sized Businesses
- Develop Marketing Plans to promote a strategy to increase and meet company goals
- Public relations for events, image creation, increased visibility
- Create promotional materials such as brochures, newsletters, flyers, presentation packets, etc.
- Copy writing for brochures, newsletters, manuals, presentations, etc.
- Online marketing strategies for websites and social media
- Job preparation including resume and cover letter writing, portfolio development and interview preparation

### **FREELANCE WRITER**

5/08 – 12/08

#### **In Good Health, Oswego, NY**

- Assigned articles on a monthly basis that pertain to health related issues or profiles on medical professionals within the community
  - Articles 800-1,100 words
  - Circulation 85,000 subscribers covering Oswego, Onondaga, Cayuga and Madison Counties

### **DIRECTOR of MARKETING and DEVELOPMENT**

5/02- 4/08

#### **Franciscan Management Services, Inc., Liverpool, NY**

- Responsible for all marketing plans and budgets for programs including: Franciscan Health Support, Inc., St. Joseph's Home Care, St. Joseph's Cardiopulmonary Rehabilitation, The Wellness Place and Diabetes Mgmt, St. Joseph's Outpatient Physical Therapy, St. Joseph's Sleep Lab, St. Joseph's Physician Practices, St. Francis Adult Day Care, Hospitals Home Health Care and Loretto Health Support Lifeline
- Maintained integrity of company's image by setting and enforcing corporate marketing and communications standards
- Increased company visibility through creating and placing ads, writing web content, press releases, maintaining relationships with media and representation at tradeshow
- Promoted programs by creating brochures and other promotional collateral to meet specific needs
- Obtained cost effective prices for promotional and marketing materials by investigating quotes, created and coordinated all promotional and marketing materials with local printers and vendors for events and programs
- Educated patients and providers through company newsletter, published quarterly and served as Editor
- Improved company morale by assisting in establishing and overseeing Employee Appreciation Program
- Visited physician offices and key referral sources on a monthly basis (over 65 practices)
- Increased physician referrals for Franciscan Health Support by 28% and St. Joseph's Home Care by 10%
- Focused on company growth through participation on Strategic Planning Committee and Baldrige Leadership Committee
- Organized company events such as award receptions, anniversary celebrations, employee appreciation etc.

- Promoted company's community support through writing and preparing applications for community and association awards (i.e. 2003 Greater Syracuse Chamber of Commerce Community Involvement Award Recipient/2007 Finalist) and acted as liaison with local charitable organizations

**DIRECTOR OF DEVELOPMENT**

7/00 – 5/02

**American Lung Association of Central New York, Syracuse, NY**

- Responsible for covering fundraising in an eight county area
- Developed relationships with corporations to raise sponsorships of special events and programs
- Oversaw planning, budgeting, volunteer committees and executing of all special events  
i.e. annual ball, four-day bike trek, one-day community bike trek, Kick Some Asthma Day
- Improved visibility through media relations including speaking with reporters and live interviews
- Compiled articles and reviewed layout for organization's newsletter (published bi-annually)
- Researched and purchased advertising for various programs, wrote PSAs, and created ads
- Investigated, obtained quotes, created and coordinated all promotional and marketing materials with local printers and vendors for events and programs
- Wrote grants to generate funding for programs and capital operations
- Developed and implemented a planned giving program to secure major gifts
- Assisted in Strategic Planning Process

**MARKETING and PUBLIC RELATIONS COORDINATOR**

2/98 – 6/00

**Barton & Loguidice, P.C., Consulting Engineers, Syracuse, NY**

- Researched, created, coordinated and implemented marketing, public relations and advertising campaign, placed advertising with local and professional publications, created ads, wrote press releases and articles
- Created proposals in response to Request for Qualifications (RFQs) and Request For Proposals (RFPs)
- Wrote, created and maintained project write-ups, slick sheets and employee resumes for six disciplines
- Investigated and obtained quotes, created and coordinated all promotional and marketing materials with local printers and vendors
- Built client relations by coordinating and attending trade shows and conferences
- Created and maintained databases for client and marketing information
- Syracuse Chamber – Committee Member for Red Carpet, Member Events and Community Ambassadors

**CUSTOMER RELATIONS SUPERVISOR**

6/95 - 2/97

**Cellular One, Syracuse, NY**

- Supervised 22 Customer Relations Representatives in Call Center, Retail Center, Q/A and Major Accounts
- Assisted in hiring and training new employees
- Created, implemented and maintained Customer Relations Universal training program and manual
- Developed and restructured organizational methods for department to improve productivity and efficiency
- Created and implemented department standards and incentives to increase morale, productivity and quality
- Conducted on-going training for new employees and current employees on new procedures and products
- Monitored and tracked phone reports, Representatives' customer calls and conducted quarterly performance appraisals
- Utilized staff to Optimize Customer Satisfaction - maintained satisfaction rate of 93% +

**SENIOR CUSTOMER RETENTION REPRESENTATIVE**

3/90 - 6/95

**Cellular One, Syracuse, NY**

- Established and maintained relationships with 143 corporate and prominent personal accounts and worked closely with Sales Representatives to present proposals on products & services to obtain and retain customers
- Received 20% annual bonus by retaining and obtaining major accounts through proposals and presentations
- Created and coordinated company wide customer contacting program to improve customer satisfaction to 90%+
- Created proposals for potential & existing customers to maintain and generate business

