

ELIZABETH TOMEY

EXPERIENCE

ADJUNCT PROFESSOR, COLUMBIA COLLEGE CHICAGO, 2005-PRESENT

- Instruct and mentor undergraduates and graduate students in journalism writing courses, including: Intro to Journalism, Broadcast News Writing, Writing and Reporting for TV News and Multi-Media Sports Reporting. Lecture on media/public relations topics for other courses. Help students provide blog news and sports content and produce videos uploaded to blogs, Facebook and Twitter accounts.
- Designed and delivered the Journalism Department's newest post-production news studio (including backdrop, stage, lighting and anchor desk) while reducing costs by 80%.

ADJUNCT PROFESSOR, LOYOLA UNIVERSITY CHICAGO, 2015-PRESENT

- Instruct and mentor undergraduates in public relations courses, including: Principles of PR, Business and Professional Communication, and Corporate and Organizational Communications.
- Help students create PR campaigns using press releases, media kits, social media, measurement strategies, etc.

MEDIA/PUBLIC AFFAIRS CONSULTANT, CIESLA MEDIA STRATEGIES, INC., NORTHBROOK, IL 2005-PRESENT

- Create and execute communication strategies for clients as small as one-person firms to Fortune 100 companies including Altria, Coca-Cola Enterprises, Regional Transportation Authority (RTA), U.S. Chamber of Commerce Institute for Legal Reform, United for Jobs, DCI Group, and Itasca Bank & Trust Co.
- Organize and manage media at press events. Coordinated media interviews for NATO Secretary General's Chicago visit. Provided content for twitter and Facebook submitted during the event in real-time.
- Orchestrate media packaging of corporate campaigns targeting internal and external audiences. Conduct speaking engagements. Feed local and national news outlets. Develop visuals. Write collateral. Assign equipment. Manage media technicians from planning through delivery, while maximizing client value. Recently coordinated media relations campaign along with Internet and satellite broadcasting for the Illinois Rally for Jobs attended by more than 700 people. Thousands watched nationally. Covered by local Chicago media.
- Build and manage day-to-day corporate communication processes. Assisted the Acting Communications Director to RTA Communications Department through a phase of transition and rebuilding. Rebuilt business processes to deliver timely press releases. Helped new-hires identify newsworthy release items. Crafted internal and external newsfeed items. Designed company communications. Improved editorial quality control eliminating dozens of typos from deliverables. Restarted newsletter production. Helped initiate the Moving Beyond Congestion campaign for additional federal and state funding. Assisted senior RTA executives with speechwriting strategies and implementation.
- Successfully influence legislative items with grassroots campaigns targeting federal and state action. Notable actions include mobilizing stakeholders to help halt an Illinois House vote in favor of increased state excise taxes.
- Direct and assist communication efforts for statewide political campaigns.
- Directly involved in communication and outreach for various 2010 primary political candidates.

EXECUTIVE PRODUCER, FOX NEWS CHICAGO, 1999-2005

- Results oriented manager of more than 50 union and non-union employees including anchors, reporters, producers, writers, technicians, editors, directors and floor personnel to produce more than 5000 hours of local morning programming.
- Organized daily morning newscasts. Decided story budget, order and format. Assigned stories to reporters and writers. Critiqued performance of all program employees. Gave final approval for all visual aspects of the programs.
- Originated and produced Sunday morning political conversation program, hosted by Walter Jacobson.
- Increased news content and story count to strengthen newscast. Secured numerous prominent guests and interviews including the first-ever sit down interview with U.S. Attorney Patrick Fitzgerald.

NEWS PRODUCER, WNDU-TV, South Bend, IN 1997-1999

- Managed 15 staff members, producing the highest-rated local morning newscast.
- Edited for award winning evening newscast.
- Packaged 1998 election coverage, garnering an exclusive post-election interview with U.S. Senator Evan Bayh.
- Produced University of Notre Dame football pre-game, with luminary guests including: Lou Holtz, Bob Davie, Joe Montana and former President Gerald Ford.

PRODUCER/DIRECTOR, WNIT-TV, ELKHART, IN 1995-1997

Managed political talk shows and PBS fund-raisers. Wrote successful federal grant proposal for HD upgrades.

EDUCATION

- Kellstadt Graduate School of Business, DePaul University, Chicago, IL - MBA, 2003
- University of Illinois at Urbana-Champaign, IL - BA English & BA Political Science, 1995

RELATED EXPERIENCE

- Board of Trustee and former Chairman, Schaumburg Township Elementary School Foundation, 2007-present
- Board Member and Legislative Committee Member, Schaumburg Business Association, 2007-2015
- Advisory Committee Member, South Asian Immigration Integration Project funded by Chicago Community Trust, 2007-2010
- Member of Northbrook Chamber of Commerce; Featured Speaker regarding Media and Public Relations, 2007-2013
- Guest lecturer on topics including media relations, public affairs, internal and external business communications and crisis management, 2006-present
- Conduct live and recorded seminars for news writers, editors and reporters for local television stations including NBC 5 Chicago, 2009-present.
- Business and Leadership Mentor, Kids Golf Foundation, 2010
- Leadership Institute Graduate, Broadcast Journalism Seminar- Washington, D.C., 1993