

Anita Louise Denning
7809 Cole Avenue · Takoma Park, MD 20912 · mobile: 202.525.8840
email: anita.denning@gmail.com · website: www.mediabistro.com/anitadenning

PROFESSIONAL EXPERIENCE

Outreach & Communications Director
American Bar Association Rule of Law Initiative (ABA ROLI)

June 2008–Present

At the senior-management level, direct diverse teams to lead the external relations shop of a non-profit (-\$42 M annual operating budget) working in more than 50 countries. Achievements include:

- *Brand management & marketing.* Solidified the ABA ROLI brand among key audiences by emphasizing more consistent brand presentation across regional divisions and offices; refined core messages and integrated them across communications platforms; and led successful initiatives to establish an approachable voice, to humanize rule of law programs, to make better use of images and photos to depict program impact, to broaden the use of multimedia and social media, and to foster more robust communications generally.
- *Strategic communications & public relations.* Developed and implemented communications plans based on surveys, internal focus groups, industry standards, website analytics, and other data; collaborated with and led development staff in tailoring both approaches and materials for donors (U.S. and foreign governments, foundations, multi-lateral institutions, corporations, and individuals); identified and cultivated key DC-based stakeholders (local and national bar associations, law schools, advocacy groups, and embassies); worked with staff and board leadership on remarks for public events and for appearances before Congressional committees; and served on the organization-wide Strategic Planning Committee.
- *Graphic design & production.* Solidified ABA ROLI's visual brand by establishing a design aesthetic and a cohesive color palette and by conceptualizing and producing a suite of materials—from one-page success stories to 100-page annual program books—that promotes ABA ROLI's work to its various audiences.
- *Website & social media management.* Managed a 4,000+ page website and oversaw a 2012 redesign that improved user experience through searchable publications, a dedicated newsroom and other enhancements; devised and instituted a social media strategy (Facebook, YouTube, LinkedIn, Twitter) to better connect with domestic and overseas target audiences (including campaigns to broaden social networks and promote programs and research); professionalized the online production process; and expanded multimedia content.
- *Event management & fundraising.* Executed a 20th anniversary campaign (included branding, publications, videos and a micro-website) that culminated in a gala honoring U.S. Supreme Court Justice Sandra Day O'Connor (ret.); hosted award events for high-stature recipients, including UN High Commissioner for Human Rights Navi Pillay and President Michelle Bachelet of Chile; planned panels, day-long symposiums, and publication roll-outs; and served in a range of fundraising capacities, including working with the Board of Directors to spearhead fundraising efforts and directing the work of development staff and consultants.
- *Media relations.* Provided ABA ROLI-specific support to the ABA Media Relations Office, including: identified media opportunities and potential issues; tracked and cross-promoted ABA ROLI coverage in U.S. and overseas outlets; liaised with headquarters and field staff for interviews; reviewed press releases and media alerts; and represented ABA ROLI's interests during evolving and crisis situations.
- *Internal communications.* Promulgated Outreach and Communications Office goals, writing and messaging techniques and communications strategies to senior management, headquarters, and field staff through orientation presentations, e-newsletters, policy communications, and practical how-to guides.

Management & Program Analyst, Communications Division
Bureau of Economic Analysis, U.S. Department of Commerce

July 2004–June 2008

Promoted the work of the U.S. government agency responsible for calculating the national gross domestic product, the U.S. trade balance, and other fundamental economic data. Achievements include:

- *Strategic communications & public relations.* Developed short- and long-term communications plans based on external surveys; tailored messages for select audiences; and planned and executed initiatives to reach key constituencies—including secondary school educators, academia, the U.S. Congress, and the media—through specialized website content, media teleconferences, and print projects.
- *Graphic design & production.* Managed editorial and production processes for digital and print publications, specific duties included design, layout, editorial calendar, contributor management, and final production.
- *Research, writing & editing.* Wrote and edited text for monthly journals, quarterly e-newsletters, annual reports, data user guides, press alerts, analytical reports, promotional materials, and the website.
- *Exhibit services.* Developed a national strategy for reaching stakeholders via trade shows, conferences, and public events; managed exhibit services vendors; and represented the organization at events.

**News & Media Coordinator, Rebuild America/Energy Star®
D&R, International**

June 1999–June 2001

Supported communications activities for national energy-efficiency and renewable energy programs through:

- *Strategic communications & public relations.* Coordinated publicity campaigns that drew upon partnerships with the Federal and local governments, non-profits, small businesses, schools, and the media; solicited and developed stories for the quarterly newsletter; and served as primary and secondary media contact.
- *Research, writing & editing.* Wrote and edited text for proposals, quarterly newsletters, annual reports, how-to-market-your-program guides, press releases, and success stories.
- *Exhibit services & event management.* Served as primary representative at trade shows and planned community roundtables, special events, and large-scale conferences.

Related Internships

1993–2003

Research. Democratic Caucus at the U.S. House of Representatives (2003); Georgetown University's Communications, Culture, and Technology Program (2003)

Public relations. Office of the Ombudsman at The Freedom Forum (1996, 1997); Black Entertainment Television Broadcasting (1994–1995); Combined Health Appeal of the National Capital Area (1993–1994)

EDUCATION

Georgetown University; Graduate School of Arts and Sciences

May 2003

Master of Arts; Communications, Culture and Technology Program

International Business Diplomacy coursework; School of Foreign Service

Thesis: *Asymmetric Power Endowments and NEPAD—Predicting the Flow of Foreign Direct Investment in Africa*

University of Maryland at College Park; Philip Merrill School of Journalism

May 1995

Bachelor of Arts; advertising/marketing concentration

ACTIVITIES AND ACCOMPLISHMENTS

Intl. Association of Business Communicators
NetImpact

Intl. Atlantic Economic Society, 2002–2004

Maryland Senatorial Scholarship, 1991–1995

Natl. Achievement Semi-Finalist, 1991

Leadership Program, Brookings Institution, 2006–2007

Thesis Distinction for Creating New Knowledge, 2003

Gnovis Peer Reviewer, 2002–2004

Natl. Merit Commended Scholar, 1991

SOFTWARE AND TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop)

Print and Digital Production

Google Analytics

Content Management Systems (Sharepoint, CQ5)

Social Media Platforms for Business

Associated Press, Chicago and GPO Style Guides