
CONSTANCE L. TROUTMAN, MPA

P.O. Box 1782 • Bowie, Maryland 20717 • Phone: 202.427.9865 • E-Mail: ctroutman@lionstance.com

CORE COMPETENCIES

Strategic communications planning and implementation • Project/event coordination and management
Writing, proofreading and editing • Operations management • Stakeholder outreach and relationship building

TECHNICAL SKILLS

Experienced videographer • Non-linear video editing (Final Cut Pro Studio; iMovie) • CisionPoint • Sysomos
Google Analytics • Social media applications • SharePoint • Adobe Creative Suite 6/Cloud • Microsoft Office

EDUCATION

Master of Strategic Communication *American University* Washington, District of Columbia
May 2014: 3.93 GPA

Master of Public Administration *Clark Atlanta University* Atlanta, Georgia
May 2009: 3.89 GPA

Bachelor of Arts: Mass Communication *Clark Atlanta University* Atlanta, Georgia
May 2003: 3.90 GPA

PROFESSIONAL EXPERIENCE

October 2014 – Present *Bialek Environments* Rockville, Maryland

Marketing Consultant (Existing Client)

- Responsible for planning, implementing and managing all marketing and corporate brand strategies
- Design marketing materials, including presentations and bid proposals to improve branding profile and consistency
- Developed firm's first comprehensive marketing and branding guidelines
- Successfully write and design RFP responses resulting in more than \$4 million in new business to date
- Increased brand exposure through speaking and corporate sponsorships with leading industry organizations
- Established and manage social media team to improve employee engagement and increase lead-generating content

March 2014 – Present *Lion Stance Consulting, LLC* Bowie, Maryland

Principal Consultant

Specializing in strategic communication and business operations consulting for small businesses and non-profits. Projects include marketing consulting for a retail start-up, integrated communications planning for a non-profit trade association, and social media for a gourmet bakery.

June 2009 – February 2014 *NeighborWorks® America* Washington, District of Columbia

Public Relations Specialist (March 2013 – February 2014)

- Aided PR division in developing corporate communication strategies and monitoring outcomes
- Worked with offices of the CEO, CFO and HR to write, edit, and publish internal communications
- Managed website content and independently researched and wrote content for corporate blog
- Coordinated and managed public relations events, projects and RFP processes from initiation to completion
- Managed brand ambassadors and event volunteers for employee engagement and public outreach events
- Recognized for successful management of PR budgets in excess of \$750,000 in federal funds and corporate contracts
- Designed policies and procedures that increased efficiency and effectiveness of PR division operations
- Corporate representative for national homeownership outreach events

Program Coordinator, NFMCC (February 2010 – March 2013)

- Oversaw program operations for the National Foreclosure Mitigation Counseling Program
- Recognized for successful management of program projects and budget in excess of \$17 million in federal funds
- Served as communication liaison for program grantees, management and Congressional offices
- Contributing writer for regular programmatic updates to senior management and U.S. Congress
- Administrator and blogger for grantee members' site and content manager for program's SharePoint site
- Coordinated grant reviews, webinars, events and other activities relating to the distribution of annual grant funding
- Managed production, distribution and storage of program marketing collateral
- Delegated and supervised duties of Community Scholars

Community Scholar, National Homeownership Outreach (June 2009 – January 2010)

- Provided coordination assistance for launch of national public awareness campaign on mortgage rescue scams
 - Developed new site plan for the re-launch of foreclosure prevention website
 - Researched foreclosure trends to write timely and relevant talking points for program spokesperson
 - Recruited focus group participants and coordinated interviews with homeowners to assess foreclosure attitudes
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CONSTANCE L. TROUTMAN

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February 2007 – May 2009

Johnson Real Estate Investments

Atlanta, Georgia

Marketing/Property Manager

- Coordinated and managed marketing, renovation and maintenance initiatives for commercial properties
- Served as owners' representative at external meetings with vendors, general contractor and other stakeholders
- Performed outreach to potential tenants and scheduled property tours to secure commercial leasing agreements
- Negotiated vendor contracts and managed projects from initiation to completion
- Assisted with developing and managing property renovation budgets in excess of \$1 million
- Delegated and supervised duties of maintenance and security personnel
- Drafted and implemented standard operating procedures and trained maintenance and security personnel
- Developed and maintained business relationships with tenants, contractors and vendors

August 2008 – December 2008

Pittsburgh Community Improvement Association

Atlanta, Georgia

Community Outreach Liaison (Graduate Fellowship)

- Liaison to the City of Atlanta Code Enforcement Division and residents to track and report property code violations
- Performed community outreach for community meetings and coordinated volunteers for community clean-ups
- Successfully facilitated annual Community Town Hall meeting and regular meetings with staff and law enforcement
- Provided marketing support to PCIA for community events and served as administrator for organization's website

September 2001 – February 2007

Freelance Communications Consulting

Atlanta, Georgia

Media Specialist

Specializing in writing, videography, non-linear video editing, and production coordination for television, film and print projects. Clients included CNN, MTV, Tomorrow Pictures, and Johnson Media.
