

## JAMES W. CLUNE

### SKILLS

- Content creation for digital and print marketing
- Feature article development and creation
- Script and speech writing
- Public relations and media management
- Communications strategic planning
- Marketing research, focus group moderation

### EXPERIENCE

#### **Communications Consultant (November 2014 – Present)**

Provides communications consulting services with a focus on non-profit organizations. Experienced writer and storyteller.

- Treehouse (June 2016 – Present). Communication consultant.
- Child Care Resources (March 2016 - Present). Communications research.
- Komen Puget Sound (November 2015 - Present). Marketing lead, Race for the Cure Committee.
- Seattle University (July 2015 - Present). Copywriter, feature articles on student athletes.
- Arts Corps (April 2015 - Present). Communications consultant and copywriter.
- Pike Place Market (January 2015 - Present). Communications consultant and copywriter.

#### **The University of Washington Professional and Continuing Education (September 2015 – Present)**

##### **Instructor**

Instructor for the strategic communications planning course with the Certificate in Public Relations program.

#### **Komen Puget Sound (November 2011 – October 2014)**

##### **Communications Director**

Developed and implemented strategic communications plans that encompass public relations, script and speech writing, advertising and collateral, email and direct mail campaigns, social media and website content.

Additionally responsible for managing and growing the Affiliate's media partnerships.

##### **Selected Accomplishments**

- Successfully managed the Affiliate through a major PR crisis in 2012 via a PR plan that incorporated both traditional and social media. Secured a *Seattle Times* editorial that substantially improved support for the Affiliate's Race for the Cure event.
- Utilizing both qualitative and quantitative research, conducted in 2014 a full brand audit of the Affiliate. The audit results led to the creation of the Affiliate's current tagline: "We Live Here. We Save Lives Here."
- Between 2011 and 2014, contributed to a more than 400% increase in Race for the Cure awareness via earned and pro bono media. Secured Governor Gregoire as spokesperson for the 2014 Race for the Cure, leading to a prime time news interview on KING5 and a front-page article in the *Seattle Times*.
- Stabilized and strengthened relationships with the Affiliate's media partners, including KING5, Hubbard Radio and Sound Publishing. Between 2012 and 2014, Hubbard Radio increased its pro bono Race PSAs from a total of 145 PSA's, over two stations, to 648 PSAs over all five stations.

(More)

**The National Court Appointed Special Advocate (CASA) Association; Seattle, WA  
(October 1998 – August 2011)**

**Chief Communications Officer**

Developed and managed overall brand identity and direction, including implementation of national PR and advertising campaigns, overseeing a \$1.3 million budget. Responsible for pursuit of national celebrity opportunities; management of general audience and diversity PR and advertising agencies; crisis management, PR and communication trainings at national and state conferences. Supervised a wide variety of integrated communications materials including a national magazine, advertising, website and social media content.

**Selected Accomplishments**

- Increased total volunteer and donor inquiries from 7,856 in 2005 to 42,536 in 2010, contributing to over 115,000 new volunteer advocates recruited and trained nationwide. Increased local program satisfaction ratings for National CASA from 40% in 1999 to 78% 2010.
- Secured National CASA as a CBS Cares Charity and produced four CBS Cares TV PSAs that aired on CBS network television between 2008 and 2011, often within network primetime. This strategy put a CASA brand message in front of an estimated 18 million viewers with an estimated advertising value of over \$7 million. More importantly, it generated a 50 percent increase in donor and volunteer inquiries.
- Developed and implemented an event marketing campaign, titled *Forgotten Children*. Launched the campaign in 2008 with an event at Washington Monument in Washington, DC featuring more than 4,000 displays on the National Mall lawn. Media coverage, including a front page feature within *The Washington Post*, reached over 3.5 million adults.
- Produced a book titled *Lighting the Way*, showcasing personal stories of CASA volunteers, published by the Child Welfare League of America. Secured author Anna Quindlen to write the book's foreword.

**EDUCATION**

- Master of Arts: University of Oregon School of Journalism, Eugene, Oregon
- Bachelor of Arts: University of California, Los Angeles, California

**AWARDS**

2003 PRSA Totem Award, Best of Show  
2006 Telly Award, Best Regional TV PSA  
2006 PRSA PRISM Award, Audio-Video

2010 LACP Spotlight Award, Best Magazine  
2011 Gold SABRE Award, Best Multicultural PR Campaign

**ENDORSEMENTS**

"Jim is the consummate professional. Connected with all the movers and shakers of the media community, he brokered unprecedented media for our local Komen Affiliate. His relationship building and writing skills are the highest in the profession." David Richart; Executive Director, Komen Puget Sound

"Jim Clune is a phenomenal writer - clear, thoughtful and always well-targeted to the intended audience. He has a remarkable ability to attend to all the details while also knowing what forms of language will work best for a specific purpose." Michael Piraino; CEO, National CASA Association (Retired)

"The greatest complement I can pay Jim Clune's branding research is that we are acting on all his recommendations. The insights from his research will keep us on the path to greater success," Michael Troyer; CEO, The Rainier Club