
STEPHANIE D. ZARECKY

Experience

THE SUDC FOUNDATION, AMBASSADOR PROGRAM AND PUBLIC RELATIONS MANAGER Sep '17- Present
International Nonprofit: Pittsburgh, PA

- Created and oversee Foundation's formal volunteer program to increase awareness and strengthen outreach efforts
- Coordinate Foundation's communications and public relations efforts including creating and implementing communications strategy, messaging, collateral materials and communications channels

ANIMAL FRIENDS, VOLUNTEER ASSISTANT/VOLUNTEER COORDINATOR Feb. '14-July '17
Animal Rescue Organization: Pittsburgh, PA

- Coordinate organization's 3,000+ volunteer corps through tasks such as volunteer outreach, presentations and event planning
- Write materials including fundraiser promotional materials and overhauling department's section of organizational website

SPITFIRE STRATEGIES, SENIOR ACCOUNT EXECUTIVE/SENIOR ACCOUNT MANAGER Mar '11-Aug '13
Strategic Communications Firm: Washington, DC/Pittsburgh, PA

- Researched, developed and implemented communications strategy for nonprofit organizations and foundations
- Provided counsel to clients on communications planning, values-based message and outreach strategy to meet organizational goals and increase visibility to target audiences
- Led day-to-day activities on client accounts including preparing for and facilitating client conference calls and overseeing junior staff, workplans and project budgets
- Presented capacity building trainings on tools such as communications planning, media outreach, policymaker engagement and storytelling to strengthen clients' internal and external communications with target audiences
- Developed, edited and proofread client literature, websites, social media posts and other collateral materials

SENATOR ROBERT P. CASEY, JR., STATE PRESS SECRETARY Mar '09-Mar '11
United States Senate: Washington, DC

- Planned, organized and executed press events in DC and Pennsylvania; briefed and staffed Senator during state travel
- Developed, implemented and advised Senator on state media outreach strategy
- On the record spokesperson for state media on wide variety of public policy issues
- Pitched and scheduled state and national radio and television interviews for Senator

SENATOR ROBERT P. CASEY, JR., PRESS ASSISTANT/ DEPUTY PRESS SECRETARY Jan '07-Mar '09
United States Senate: Washington, DC

- Developed and implemented Senator's e-newsletter outreach strategy; assisted in the design, development and maintenance for newly-elected Senator's public website
- Wrote, edited and distributed press releases and media advisories to media; conducted follow-up and scheduled interviews
- Recruited, hired, trained and supervised press office interns

SENATOR CHARLES E. SCHUMER, PRESS INTERN Fall '06
United States Senate: Washington, DC

- Wrote press releases and grant announcements to be distributed to media outlets throughout New York State
- Assisted members of press office in tasks such as media monitoring, organizing press conferences and administrative duties

Education

S.I. Newhouse School of Public Communications and Maxwell School of Public Policy at Syracuse University
Syracuse University: Syracuse, NY

- Graduation: May 2006, Bachelor of Arts; 3.79 GPA
- Majors: Broadcast Journalism and Political Science