

APRIL UMMINGER

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PROFESSIONAL EXPERIENCE

EDELMAN // *Vice President, Media Services & Director, Creative Newsroom*

2013-Present

Defined, launched and operationalized Edelman's first real-time marketing initiative called the Creative Newsroom. Edelman is the largest public relations agency in the world. The Creative Newsroom leverages breaking news and trending topics to tell fully integrated stories on behalf of clients via traditional, social, hybrid and owned channels.

- // Designed and implemented the Creative Newsroom offering using best practices from public relations and journalism. Developed pitch strategy and presentation decks for prospective clients.
- // Signed seven brands, including three Fortune 500 companies, as clients in the Creative Newsroom since its launch in July 2013. Work resulted in a millions of digital impressions and a surge in traditional media placements. Visual content performed as "the best-of" on Facebook, both organically and with paid support.
- // Managed a staff of up to nine people from three different P&Ls.
- // One of twelve employees worldwide selected to write and teach the curriculum for "Digital Edelman." Training was mandatory for all employees in the agency's global network and ensured competencies were germane for a 21st-century workplace.

Signed three Fortune 500 companies to this new offering in less than six months.

Thought leader for real-time marketing initiatives. Served as a panelist, presented lectures and oversaw learning labs on brand newsrooms to Chicago Ideas Week, the Publicity Club of Chicago, Scribble-Live and other organizations.

EDISON ELECTRIC INSTITUTE // *Manager, Media Relations & Strategic Communications*

2012-2013

Led EEI's media relations team in positioning initiatives, including storm response, cyber security, and electrification to the press and general public. EEI is one of the nation's premier trade associations, representing 70 percent of the US electric power industry.

- // Cultivate and enhance collaborative working relationships with the press and publicity community. Successfully pitch and place op-eds, letters to-the-editor, and blog posts in outlets including *CNN*, *CNBC*, *USA Today*, the *Washington Post*, *Reuters*, *Bloomberg News*, and the *Weather Channel*.
- // Maintain close working relationships with EEI issue teams and colleagues to prepare and implement strategic communications plans, news releases, op-eds, talking points, and background papers. Advise EEI issue experts, member company CEOs, and key allies for interviews with the media.
- // Counsel and work with senior colleagues and officers in situations requiring crisis communication skills, including working with the Federal government during Superstorm Sandy, while simultaneously managing public expectations throughout the power restoration process.

More than 40 print and broadcast placements when responding to Superstorm Sandy and the expiration of the dividend tax cuts.

Staffed CEO fly-ins and organized media roundtables that resulted in two in-depth articles in the *Washington Post*, one appearing above-the-fold, as the main story on the Business Section.

THE STIMSON CENTER // *Deputy Director of Communications*

2010-2012

Head of the communications department, reporting to the Director of External Relations for this Washington, DC-based nonprofit that develops international and national policy for peaceful settlement of disputes and nuclear disarmament. This new position supervised a staff of three, and created the structure and strategic implementation of programmatic and institution-wide plans.

- // Editorial oversight and outreach resulted in the continued successful placement of Stimson experts in the *New York Times*, *NPR*, *Foreign Policy*, *Foreign Affairs*, the *Washington Post*, *USA Today*, *FOX News*, *C-SPAN*, *BBC*, *Diane Rehm*, and *Al Jazeera*.
- // New emphasis in interactive and multimedia presentation of information resulted in the creation of an online video game; interactive maps; and a video series called "Stimson 360" that addressed three policy questions in 60 seconds.
- // On-going communication directive development including press releases, coordinating events, and shepherding research from draft to publication.

More than 100 media placements in 18 publications in less than two years.

Facebook: 67 percent increase in "likes" over 12 months.

Twitter: More than a doubling of followers to 3,200 in 14 months.

THE WASHINGTON POST // *Editor, Metro Section*

2006-2010

Award-winning editor specializing in visual communication. Part of the Metro section's editorial team that determined and developed daily content, and its presentation.

- // Reinvented annual coverage of the Fourth of July and the National Cherry Blossom Festival, resulting in "Grab and Go" guides for readers, with a full-page infographic anchoring coverage. This innovative presentation improved the paper's reputation as a visual medium, and was identified internationally as the best in newspaper design by the Society for News Design in 2007 and 2008.
- // Member of the newsroom effort to respond to the shooting at Virginia Tech. Stories spanned from breaking news to long-term coverage. Involvement included conceptualizing visuals and procuring information, including a diagram and timeline of events at Norris Hall. Coverage resulted in a Pulitzer Prize for breaking news in 2007.
- // Managed across departments to influence change in print and online. This resulted in an increase in the footprint of infographics running in the daily paper, and an inauguration of their publication as the main element of the Metro section at least twice a month. Further, identified and transitioned information from print graphics to online interactives.

2007 // **Pulitzer Prize for Breaking News**

Prize awarded to the *Washington Post* newsroom for its response and coverage of the shooting at Virginia Tech.

2006, 2007, 2008, 2009 // **Society for News Design**

International award winner of two silver medals and four awards of excellence.

USA TODAY // *Reporter*

1997-2006

This general-assignment and graphics-reporting position included daily coverage of breaking news, as well as work on long-term features for all sections of the newspaper.

- // Wrote a series of articles covering how life changed for people across the United States in the months following September 11. Reporting spanned from Bellingham, Washington, to New York City. Articles were published as full-color, single- and double-page features.
- // Produced breaking-news graphics for the Columbine High School shooting and September 11 terrorist attacks that provided a visual explanation of events. Execution of graphics required conducting interviews, procuring visual reference for a graphic artist, and writing accompanying text on deadline. *USA Today* was the only paper to have these visual explanations in the days following both news events.
- // Member of the "Go Team," a group of 20 editors and reporters trained in crisis management to respond to high-risk breaking-news events.

Interviewed Aerosmith, Michael Phelps, Brooks and Dunn, Kenny Chesney, professional skateboarder Rob Dyrdek, and director Robert Rodriguez for articles in the paper.

Produced a 10-part series of half-page graphics during the Chase for the Nextel cup, explaining a different aspect of NASCAR racetracks each week.

UNIVERSITY OF THE ANDES, SANTIAGO // *Editor, University of the Andes-UNC Chapel Hill Interactive Media Project*

2003

- // Supervised information gathering, graphic layout, and writing for a cooperative website produced by journalism students. This educational multimedia project used audio, video, and photo vignettes to show life in Patagonia, Chile. www.endoftheroad.org

EDUCATION**University of North Carolina at Chapel Hill, 1996**

- // Bachelor of Arts in English Literature

USA Today, 2000

- // Management Development Program

George Mason University, 2014 (expected)

- // Master of Science in Conflict Analysis and Resolution

OTHER HONORS & DISTINCTIONS

Rotary Ambassadorial Scholarship, Fall 2008

Awarded \$10,000 scholarship to study Spanish in Venezuela. Duties included humanitarian projects, and speaking to more than a dozen Rotary Clubs in Venezuela and the United States.

Visiting Scholar, University of North Carolina at Chapel Hill, Fall 2002

Awarded fellowship at the School of Journalism and Mass Communication.