

JANIS WORKLAN

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Summary

Award-winning communications and professional and educator with more than 30 years' experience leading corporate and organizational communications initiatives, managing public relations and marketing efforts, creating educational programs, writing grants, and developing successful teams.

Skills and Experience

- Edit diverse variety of both print and online marketing materials for large health insurer.
- Oversaw all internal communications, handled all public relations, and developed various programs for educational curriculum and research center supported by federal grants at university.
- Helped plan and implement a variety of conferences, including NASA-related educational events, a large celebration of our first lunar landing, and an annual mining technology and safety symposium.
- Performed research and wrote curriculum for K-12 students and adult learners for projects ranging from a history of the Lewis and Clark expedition to thousands of pages of workplace safety training, especially involving coal mining.
- Wrote news releases and coordinated media relations and marketing communications. Still maintain strong relationships with regional media and have earned placements in national publications (<http://www.cet.edu/?cat=news&page=inthenews>). Planned media campaigns for major releases and served as point of contact for media.
- Served as mentor for various student intern and work study programs during 13 years at university.
- Helped write grants that earned millions of dollars in competitive federal, state, and private funding. Funders have included NASA, the National Science Foundation, the U.S. Department of Labor Mine Safety and Health Administration, the Centers for Disease Control and Prevention National Institute of Occupational Safety and Health, the U.S. Department of Education, the National Institutes of Health, the U.S. Army Corps of Engineers, the International Union of Operating Engineers, the MacArthur Foundation, the Benedum Foundation, and the West Virginia Department of Education.
- As freelance grant writer in 2013, wrote grant on behalf of local village that was funded by the Ohio Department of Natural Resources for park improvements. In December 2013 submitted two proposals totaling more than \$500,000 to the Federal Emergency Management Agency on behalf of Pittsburgh-area fire department.
- Wrote and developed both online and print marketing materials.
- Managed and wrote content of multiple websites, maintained backend, and managed Twitter and Facebook feeds while also moving organization toward other social media outlets.
- Managed production of both print and online training and professional development programs.
- Edited all materials produced by educational curriculum and research center.
- Have worked effectively and built relationships with variety of internal and external customers, from doctorate-level education and science researchers to corporate sales teams and government entities and private businesses.
- Served as a liaison to NASA Education Department and its contact for public relations locally.
- Maintain Department of Homeland Security clearance for work on sensitive projects.
- Designed adult education workshops as a university curriculum writer and as a longtime editor for an international human resource consulting firm based in Pittsburgh.
- Have facilitated many workshops both in large and small groups.
- Demonstrate leadership skills outside the normal work environment, including heading a very successful NCAA football officiating crew. Also serve as instructor at Eastern Gateway Community College for local football official training class and have experienced much success as a college and high school football and men's lacrosse official and high school basketball official.

Professional History

- UPMC Health Plan (Pittsburgh): editor, Marketing and Communications Department
- AchieveGlobal, Tampa, FL: contract editor, 2013-present
- CyGaMEs *Selene* videogame project funded by National Science Foundation, Wheeling Jesuit University: contract editor, 2013-present
- Center for Educational Technologies®/NASA-sponsored Classroom of the Future (www.cet.edu), Wheeling Jesuit University, Wheeling, WV: editor, curriculum writer III, media relations director, 2001-2013
- Borough of Avalon, PA: contract grant writer for volunteer fire department, 2013
- Village of Hopedale, OH: contract grant writer, 2013
- Emplifi (Pittsburgh): associate human resources manager, 2000-2001
- Mastech (Pittsburgh): senior human resources communications specialist, 1999-2000
- Development Dimensions International (Bridgeville, PA): senior editor, 1990-1999
- Steubenville (OH) *Herald-Star*: news editor, 1989-1990
- Lake County (OH) *News-Herald*: news editor, weekend editor, 1988-1989
- Dover-New Philadelphia (OH) *Times Reporter*: weekend editor, asst. city desk editor, reporter, 1984-1988
- *Harrison News-Herald* (Cadiz, OH): sports reporter and photographer, 1981-1984

Education

- B.A. (cum laude), journalism and political science, Ohio State University, 1984

Achievements

Numerous writing and editing awards, including first place in 2012 U.S. Mine Safety and Health Administration Mine Health and Safety Training Materials Competition as author of *Toolbox Training: Mine Safety*. Received Achievement Award in same competition for *Dust Management: Protecting Your Health* (author). Editor for *Selene* videogame project that received top honors in 2013 International Science and Visualization Challenge sponsored by the National Science Foundation and *Science* magazine. Writer for all materials, including campaign theme, that won 2013 Hispanic Graphic Design Award from Graphic Design USA. More than a dozen past honors from Association for Educational Communications and Technology, the Society for Technical Communication, and Ohio Associated Press.

President of Wheeling Toastmasters from 2005 to 2007.

Active at Wheeling Jesuit University in campuswide initiatives, especially work with Catholic Neighborhood House. Helped recruit other volunteers.

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References

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