

JANE E. CRICHTON

234 County Road 4808 • Copperas Cove, Texas 76522 • (254) 449-1117 • jane.crichton@att.net

PUBLIC RELATIONS • MEDIA RELATIONS • CRISIS COMMUNICATION

OBJECTIVE

To obtain a public relations manager position with a challenging and innovative company that will maximize opportunities to communicate positive ideas, develop and implement programs, support the local community, and grow public relations expertise.

SENIOR LEVEL PUBLIC RELATIONS PROFESSIONAL

Experienced public relations professional with extensive crisis communication, and public relations expertise. Vast experience developing communication strategies for large organizations and diverse issues. Adept change manager with proven track record for delivering products and solutions. Credible and diplomatic spokesperson for large organizations ensuring reputation for transparency, credibility and honesty is maintained. Strategic thinker skilled at cultivating relationships with U.S. and international government and civilian organizations. Savvy advisor and coach for senior leaders. Motivator and inclusive team leader for multicultural workforce. Current Top Secret security clearance.

PROFESSIONAL EXPERIENCE

Director, Public Affairs, International Security Assistance Force

Kabul, Afghanistan

June 2013 - July 2014

- Ensured effective and accurate communication for a multinational organization of 48 nations conducting the NATO-led security mission in Afghanistan responsible for training Afghan security forces, rebuilding key government institutions and conducting combat operations against insurgent groups. Efforts resulted in consistency of messages and continued coalition support.
- Synchronized daily communication coordination with NATO, U.S., and U.N. on sensitive issues resulting in accurate media coverage.
- Coordinated effective responses to international media organizations in a timely and transparent manner resulting in accurate media reporting.
- Conducted numerous interviews/press conferences conveying accurate information on sensitive topics resulting in recognition by international media to include New York Times, Reuters, AP, Wall Street Journal, and LA Times.
- Effectively advised senior executives on public affairs issues in high level strategy meetings resulting in coordinated plans to achieve strategic results.

Director, Public Affairs, U.S. Army South

Joint Base San Antonio, TX

August 2010 – May 2013

- Managed all public affairs activities including internal and external communication, and community relations programs involving the local community, and 31 nations and 15 sovereign territories in Latin America and the Caribbean, resulting in improved relations with stakeholders.
- Revitalized the organization's internal communication and social media programs resulting in positive recognition by leadership and staff; increased employee and public awareness of the organization's vision and mission. Increased Facebook and website followers by 50%.
- Invited by the Brazilian army to speak on US Army communication efforts during national public affairs symposium, part of preparations for the World Cup and Olympics, resulting in a prepared Brazilian military.

Director, Public Affairs, U.S. Forces Korea

Yongsan, Seoul, Korea

June 2008 – July 2010

- Trusted advisor to ten national and international senior executives providing public affairs guidance, communication objectives, strategies, engagements, media training and coaching throughout East Asia Region.
- Managed a staff of 28, and a \$757,000 operational, travel, and contracting budget.
- Clearly and succinctly communicated factual, timely information during multiple international crises to include acts of North Korean aggression and nuclear tests.
- Coordinated high visibility public statements across government and military business units and services resulting in consistency of message and continued excellent relations with South Korea.
- Successfully launched and sustained a comprehensive communication plan leveraging social media platforms, including Facebook, Twitter, and Flickr, resulting in community awareness of key issues and initiatives.
- Oversaw production, design and layout of the Strategic Digest, a full-color publication that explains U.S. national government priorities and objectives to global audiences.

Director, Public Affairs, US Army North

Fort Sam Houston, TX

August 2005 – May 2008

- Developed and implemented the communication strategy to support the organization's strategic transformation as it assumed responsibility for defense support to civil authorities for the entire U.S.; resulted in increased public and internal understanding of new strategic goals, and increased interoperability with the National Guard, FEMA and the Department of Homeland Security.
- Provided advice to senior executives, developed and implemented media strategies for numerous crisis events such as Hurricanes Katrina, Rita and Dean, the Minneapolis/St Paul bridge collapse and Southern California wildfires. Media coverage of the organization was positive and accurate, particularly CNN's coverage of Hurricane Rita support.
- Planned and implemented numerous community relations activities to include military support for three Fiesta San Antonio celebrations, the city's largest festival that attracts more than 3 million people, resulting in expanded public awareness of the military's relationship with the community and 100% on-time military support of Fiesta activities.

Chief, Media Relations, U.S. Army Europe

Heidelberg, Germany

June 2003 – July 2005

- Directed and synchronized the media relations efforts for all U.S. Army organizations in Europe resulting in coordinated messaging for key issues such as the drawdown of forces.
- Managed 30 public affairs personnel in support of more than 350 international reporters as part of the U.S. government effort for the 60th Anniversary of D-Day in Normandy, France, including coverage of the U.S. President at Omaha Beach. Resulted in worldwide positive media coverage of anniversary events.
- Managed media relations support for a sensitive judicial proceeding resulting in accurate coverage by more than 110 reporters.

EDUCATION

Master of Science, Strategic Studies, U.S. Army War College, Carlisle, PA

Master of Arts, Journalism, University of Arizona, Tucson, AZ

Bachelor of Arts, English, Oregon State University, Corvallis, OR