

SONJA L. HOWELL

Adrian, Michigan 49221 | _____

Professional Summary

Resourceful and innovative community member who is very familiar with public relations and communication, marketing, and advertising. I am a known event coordinator and program developer within my region. Graphic design and media technology are high strength areas. Research and development are my highest strengths.

Skills

- Critical thinking
- Grant funding
- Research skills
- Program development
- Adult learning
- Public speaking
- Conflict resolution
- Community coordination
- Event planning
- Audio-visual aid implementation
- Needs Assessment
- Inter-personal skills
- Soft skills
- Reading and writing skills

Work History

Lead Instructional Designer

03/2014 to Current

Tranquil Studio, Inc. (Tranquil Parenting) – Adrian, Michigan

- Designed, organized, scheduled, and facilitated 8 week-long court ordered training courses based mainly on communication needs for families in need: conflict resolution, non-verbal communication, verbal communication, negotiations, soft skills, communication styles, conflict resolution practicum, diversity training and theories.
- Designed and organized self-analysis and family analysis practices for clients to achieve the outcomes they desire.
- Community public speaking, volunteer opportunities, Relations Mediation Training (Dec. 2020)

Marketing Director and Office Manager

11/2014 to 11/2017

Goodwill Industries of Southeastern Michigan – Adrian, MI

- Devised and deployed analytical annual business plans with effective campaign strategy goals, during annual reviews with board members, administrative staff, and employees.
- Scheduled and organized board meetings attendance, recordings, and correspondences.
- Planned marketing, volunteer schedules, sales, intern schedules, parties, and annual banquets working with Executive Director, administration, and board.
- Corporate Compliance Officer and CARF Manager (Facilities, Financial, Program & Exec)

Educational Coordinator and Public Relations 03/2004 to 11/2014

Lenawee Intermediate School District – Adrian, Michigan

- Internal and external event marketing, social media, website, and media coverage working with Public Relations and Executive Director
- Established and communicated clear learning objectives distributing variety of learning materials and resources for use in Video and Audio Production educational activities distributed over marketing sources such as, social media, website, YouTube with school districts in the Southeastern region.

Advertising Systems Manager 08/1992 to 09/2003

Jacobson's Stores, Inc. – Jackson, Michigan

- Facilitated best user experience through continuous support, discussions, debates, training, improvements, and communication of system changes during and after rollout.
- Marketing for scheduled promotions and events working with Event Planner and Director

Education

Ph.D.: Philosophy in Education: Instructional Design and Technology 05/2023

Liberty University - Lynchburg, VA

- GPA 3.56

Master of Science: Educational Media and Technology Design 02/2012

Full Sail University - Winter Park, FL

Bachelor of Arts: Design and Visual Communications 07/2005

American InterContinental University - Schaumburg, IL

- Graduated summa cum laude

Associates: Design and Visual Communications 07/2004

Jackson College - Jackson, MI

Certificate: Print Design and Visual Communications 07/1993

Jackson Ara Career Center - Jackson, MI

Certificates

Trauma-Informed Practices and Expressive Arts Therapy 2016

Community Partners

Lenawee United Way – Young Leaders Participant 2014

Adrian Center for the Arts – Board Member 2015-2017

BMI - Member 2017

Lenawee Cares – Donor Recipient 2014-Current

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November 11, 2020

Michigan Department of State,

As a community member in Lenawee County with 25+ years in the communications/PR field, I understand the high demands in our county. I could imagine the professionalism and expertise this Communications & Outreach Director position would require. I have been the spokesperson and media contact for many of the non-profit organizations in my region who utilize the Census analytics with other members to make local decisions. My earlier associates and bachelor's degrees and experiences were in Marketing, Public Relations and Advertising. My philosophy of how to share information and "make it stick" is to translate marketing information into educational information. This motivated me to gain additional knowledge on how to do this best. Currently, I possess a master's degree in education and halfway complete with a Doctor of Philosophy in education. I would love the opportunity to make use of my experience helping others.

I am currently out of work and would love to return to providing services at the next level within Michigan as the Communications & Outreach Director.

Thank you for the opportunity to apply to this position,

Blessings,
Sonja Howell

Supplemental Questions:

1. How many years of professional experience do you have in communications, public relations, and media relations?

I have 25 years of professional experience in communications, public relations, and media relations.

2. Describe your experience working in an executive level position.

As the Executive Director of a local non-profit organization, I find relying on community partners, members, and analytics a necessity. Having a team for public relations and communications with proactive visions is a must.

3. Describe your approach to communication strategy and development, and how you have implemented this approach in your current/previous position.

My approach to communication strategy and development is to always seek ways to educate the community about questions that may be at hand at the first sign of inquiry or even better yet, foresee what information may be needed.

In my current and prior positions, I have found education of updating the community necessary via mass emails, social media, websites, newspaper press releases and radio communications to be the best forms of communication sources including media (video) and public speaking using consistent formatting and messages.

4. How many years of experience do you have developing strategic communications and outreach programs, including for diverse set of stakeholders and constituencies?

I have 25 years of professional experience developing strategic communications and outreach programs, including for diverse set of stakeholders and constituencies

5. Describe your experience with community-level engagement, outreach and education.

My experience with community-level engagement, outreach and education has included the various forms of communication listed above with the addition of program development public announcements, private meetings with the local news reporters and event planning for larger audiences.