

RESUME

George Bowden

BACKGROUND

My three decades of marketing and communications experience encompass fundraising and volunteer management for non-profit organizations, stakeholder communications and media relations for a local school district, and marketing communications and client development for a professional engineering services firm.

PROFESSIONAL EXPERIENCE

Freese and Nichols, Inc. June 2004 – Present

SENIOR MARKETING COORDINATOR / MARKETING COORDINATOR

Team with our technical staff to respond to client-issued Requests for Proposals, matching our firm's strengths and resources with the clients' needs and goals. In our firm's relationships-based sales and marketing program, I manage the GO/NO GO process, which facilitates sound decision-making for the allocation of resources to pursue opportunities.

Keller Independent School District November 2000 – June 2004

COMMUNICATIONS SPECIALIST

Assisted with media relations and advertising, facilitated employee communications and helped coordinate special events for teachers and students.

American Heart Association April 2000 – October 2000

HEART WALK DIRECTOR

Directed the fundraising and logistics efforts for Fort Worth's 10-K American Heart Walk, which involved about 1,000 walkers and raised approximately \$220,000.

Boy Scouts of America June 1990 – April 2000

DEVELOPMENT DIRECTOR

Coordinated special event fundraising and managed the solicitation of foundations and corporations. Provided communications support and marketing strategies for local membership, fundraising and program campaigns. Tenure included other positions on the professional staff.

EDUCATIONAL BACKGROUND

B.S., Mass Communications Lamar University, Beaumont, Texas

Please see following Current Vita for more detailed information.

CURRENT VITA

George Bowden

BACKGROUND

My three decades of marketing and communications experience are built around a premise taught to me the first week of my first job following college graduation: "Treat everyone as if they have WIIFM tattooed on their forehead ... What's In It For Me?"

I have successfully applied my marketing and communications skills (and that audience-focused WIIFM theory) to fundraising and volunteer management for non-profit organizations, stakeholder communications and media relations for a local school district, and marketing communications and client development for a professional engineering services firm. I am a solid writer and confident, personable speaker.

EDUCATIONAL BACKGROUND

B.S., MASS COMMUNICATIONS (December 1977)

Lamar University, Beaumont, Texas

College Employment/Internships

- The University Press, Lamar University (Sports Editor)
- Cardinal Magazine, Lamar University (Writer)
- KYKR-FM, KJAC-TV and KVLU-FM (Announcer)

PROFESSIONAL DEVELOPMENT

- *Strategic Proposals and Presentations*, PSMJ Resources (2006)
- *Effective Media Training*, The Ammerman Experience (2002)
- Leadership Keller, Keller Chamber of Commerce (2002)
- Wood Badge Advanced Leadership Training, Boy Scouts of America (1999)
- FN University (in-house professional development opportunities)
 - *Meeting Facilitation Skills* (2006)
 - *Sharpen Your Technical Business Writing Skills* (2006)
 - *Strategic/Conceptual Selling* (2006)
 - *Winning Proposals and Presentations* (2006 -- instructor)
 - *The Trusted Advisor: An Overview of FNI's Integrated Sales System* (2005)

SOFTWARE PROFICIENCIES

- Adobe Creative Suite (InDesign, PhotoShop, Acrobat, Illustrator)
- Microsoft Office (Word, PowerPoint, Excel, Publisher)

PREVIOUS WORK EXPERIENCE

Freese and Nichols, Inc.

Fort Worth, Texas

June 2004 - Present

SENIOR MARKETING COORDINATOR / MARKETING COORDINATOR

As a Marketing Coordinator, I team with our technical staff to respond to client-issued Request for Proposals, matching our firm's strengths and resources with the clients' needs and goals. I manage the proposal process, including the development of marketing strategies, writing and/or editing of proposal content, layout and production of the proposal, and management of the production schedule. I also coach our staff and provide marketing support (PowerPoints, handouts, etc.) for follow-up interviews.

In our firm's relationships-based sales and marketing program, I manage the GO/NO GO process, which facilitates sound decision-making for the allocation of resources to pursue proposal opportunities. I also manage the proposal workload of six Marketing Coordinators.

- Consistently lead our group in Win percentages and in proposal workload
- Co-chairing the firm's GO/NO GO Task Force to strengthen sales and marketing efforts and develop a manageable process for better decision-making
- Developed the firm's current proposal process, which minimized inter-group tensions previously associated with proposals; currently developing a "Proposals 101" curriculum for technical managers and Marketing Coordinators
- Managing the integration of Cosential, a proposal management software, to improve proposal data management and application
- Conceived and managed the Marketing Excellence Team; resulted in firm-wide graphic standards and style guide, improved processes and communications, intranet improvements to enhance marketing efforts, and an internal career ladder for marketing professionals
- Earned the President's Star Performer bonus four of six years with the firm

Keller Independent School District

Keller, Texas

December 2000 - June 2004

COMMUNICATIONS SPECIALIST

As a member of the school district's communications team, I assisted with media relations and advertising, facilitated employee communications, provided communications support to other administrative departments (athletics, community education, guidance and counseling, instruction, personnel, etc.), and helped coordinate special events for teachers and students. Please see Awards and Recognitions section following this Vita.

- Secured regular coverage in the *Fort Worth Star-Telegram*, *Dallas Morning News* and *Keller Citizen*, and local television news outlets
- Cultivated a team of campus PR representatives to generate “grass roots” ideas for media coverage
- Featured in TexasPRExpress, a Texas Association of School Boards publication, for successful media relations
- Drafted website announcements, press releases and letters to parents as part of the district’s crisis communications team
- Launched a weekly e-newsletter sent to 5,000 – 7,000 parents and stakeholders
- Produced the district’s newsletter, which earned state and national recognitions, for about 13,000 parents
- Assisted with the development and promotion of the district’s Partners in Education program, which earned a Crystal Commendation from the Texas School Public Relations Association
- Assisted with the planning and conducting of district-wide events that recognize teachers, students and board members, including the 2002 employee banquet that won a TSPRA Crystal Commendation

American Heart Association

Fort Worth, Texas

April 2000 - October 2000

HEART WALK DIRECTOR

As Heart Walk Director, I directed the fundraising and logistics efforts for Fort Worth’s 10-K American Heart Walk, which involved about 1,000 walkers.

- Raised \$220,000 in corporate sponsorships and individual pledges through volunteers from local employers, a 40-percent increase over previous years’ efforts to end a three-year negative trend

Boy Scouts of America

Fort Worth, Texas

June 1990 - April 2000

DEVELOPMENT DIRECTOR

As Development Director, I coordinated special event fundraising and managed the solicitation of foundations and corporations. I also provided communications support and marketing strategies for local membership, fundraising and program campaigns.

- Raised nearly \$1.2 million during five-year tenure through special events, including corporate sponsorships for golf tournaments and recognition programs
- Secured more than \$458,000 in grants to fund specific projects and programs

- Developed successful proposals for a \$200,000 in capital funding and \$100,000 in endowment gifts
- Researched prospects, developed approaches, and wrote proposals to ensure “match” of Scouting program and prospects’ interests
- Created the BSA’s local annual report and edited the local newsletter

DISTRICT DIRECTOR

As a District Director, I built collaborations among staff, volunteers and school personnel to deliver after-school Scouting programs to “at-risk” boys in grades 1-6.

- Supervised and trained a 12-member staff to deliver Scouting programs in Fort Worth's urban neighborhoods
- Established United Way-funded programs for low-income children in Arlington

OTHER EXECUTIVE STAFF POSITIONS IN FORT WORTH

Work closely with neighborhood volunteers, schools and churches to organize and support Scouting programs in my assigned geographic areas; managed annual fundraising campaign among parents, local businesses and Scouting alumni

Copperfield Racquet and Health Club

Houston, Texas

November 1989 - May 1990

MARKETING AND MEMBER SERVICES DIRECTOR

Combined a strong sales effort with a focus on member involvement and referrals to significantly boost membership at this suburban fitness and tennis center

Prudential Realtors

Houston, Texas

October 1988 - February 1990

REALTOR

Closed approximately \$1 million in residential sales over a 15-month period during Houston's late-'80s housing bust

Boy Scouts of America

Houston, Texas

November 1980 – September 1988

MARKETING DIRECTOR

Managed communication, marketing and strategic support for fundraising campaigns and large-scale events; produced the local council’s annual report and developed collaborations with local entertainment venues to enhance marketing support to membership campaigns (tenure in Houston included other executive staff positions)

Boy Scouts of America

Dallas, Texas

January 1978 - November 1980

EXPLORING EXECUTIVE

Organized career- and hobby-oriented programs for teenagers with Dallas-area businesses, public safety organizations, high schools and churches; managed annual fundraising campaign among parents, local businesses and Scouting alumni

PUBLICATIONS, PERFORMANCES, ETC.

I have no academic or professional association experience with publications, performances, etc. As a Communications Specialist in Keller ISD, I drafted and distributed press releases that local media regularly published or acted on. As a Freese and Nichols Marketing Coordinator, I regularly review papers and presentations prepared by our technical staff for professional publications and presentations.

PREVIOUS RESEARCH EXPERIENCE

I have no academic research experience. My background does include research for:

- Client-focused strategies for proposals to match my firm's resources with clients' needs and goals
- Fundraising efforts to match Scouting's programs and goals with the funding objectives of foundations and corporations

INVOLVEMENT IN COMMUNITY ACTIVITIES

- United Way Fair Share Contributor (2004-2010)
- Clark Nowlin/NorthPark YMCA Board of Management (2004-2009)
- Longhorn Council, Boy Scouts of America, Marketing Committee (2008)
- The Women's Shelter Victory Over Violence 5K (2006-07)
- YMCA Step Up for Kids Branch Campaign Chairman (2005)
- Habitat for Humanity (2005)
- Keller ISD Bond Committee (2004-05)
- Junior Achievement, South Hills Elementary School (2004)
- Northeast Tarrant Chamber of Commerce, PR Committee Chairman (2003-04)
- Central High School Campus Educational Improvement Committee (2003-04)
- Central High School Athletic Booster Club (2003-04)
- Keller Chamber of Commerce Leadership Keller, Class Representative (2002-03)
- Reading to elementary school students (2000-2005)

TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION
STAR AWARDS 2002-2004
George Bowden

Best of Category

2004 – Central High School dedication brochure

2004 – Keller ISD’s holiday greeting card

2002 – Writing: *District Dialogue* (superintendent’s newsletter for employees)

Gold Star Awards

2004

- Central High School dedication brochure
- Keller ISD’s holiday greeting card
- *Excellence, Texas Style* teacher recruiting brochure
- *Top 40* Student and Teacher Recognition program
- PR Reps Survival Guide handbook
- Keller ISD’s map and information brochure
- Press release – “10th-graders enjoy senior status” for the opening of Central HS
- Press release – “Teacher trades the courtroom for the classroom” about a lawyer-turned-teacher at Fossil Hill MS
- *Grad Shows Her Championship Pride* photo of an All-American softball player at graduation the day after her team won the state championship
- Newspaper ad saluting Keller ISD’s Top 10 graduates from each high school

2003

- The Key newsletter
- Teacher recruiting brochure
- Senior Spotlight student recognition program saluting the top academic performers in the Class of 2002
- School dedication programs for Bluebonnet and Freedom Elementary Schools
- Top 40 Recognition Banquet program honoring the top graduates in 2002
- “Under the Big Top” employee banquet poster
- Keller ISD’s holiday greeting card
- Keller ISD’s information packet and strategic plan for Spanish-speaking parents
- Keller ISD’s Emergency Procedures Handbook
- Writing: *Starmaker – A Mentor Success* featured in *The Key* newsletter
- Press release for coverage of the district’s Byte by Byte program

2002

- Writing: *District Dialogue* (superintendent's newsletter for employees)
- The Key newsletter
- Teacher recruiting brochure
- Keller ISD calendar / planner
- New building dedication programs
- Keller ISD's information and identity packet

Silver Star Awards

2004

- Keller ISD State *of the District* annual report
- Newspaper ad saluting Keller ISD's Teacher of the Year
- Top 40 Recognition Banquet program

2003

- Press release for coverage of the Bullybusters anti-bullying presentation
- Press release for the King Cluck world history project
- Teacher recruiting package
- Partners in Education brochure
- Photograph: *Back at the Homecoming Game*, which featured a Teacher of the Year flipping the coin at his high school alma mater's homecoming game
- Newspaper ad highlighting the accomplishments of the Top 10 graduates from Fossil Ridge and Keller High School

2002

- Academic Excellence program

2003 TSPRA Crystal Commendations

Two recognitions earned by the Keller ISD Communications Department out of seven awarded statewide:

- Partners in Education program
- *Under the Big Top* employee banquet

2003 National School Public Relations Association

- Honorable Mention: *The Key* newsletter