

# WHITNEY MCKNIGHT

Public Relations & Marketing Professional  
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**Profile** More than twenty years of strategic and hands-on public relations, marketing, and media experience; owner, virtual PR/marketing company, Whitney McKnight & Associates; solid national and major market media placement track record; radio and TV host, producer and journalist with understanding of newsroom dynamics; veteran of new media marketing and web 2.0; scores of national, regional, local by-lines; published author; ghost and speechwriter.

**Skills and Services** PR, marcom, publishing project strategies and management  
Media placement  
Copy/editorial services  
Newsletters: print/on-line  
Web content/SEO  
Event management/scripting  
Media coaching

**Industries** Publishing (B2B and B2C)  
Media (B2B and B2C)  
Healthcare (B2B and B2C)  
Property Development (B2C)  
Finance (B2C)  
Non-profits  
Retail

## Professional Experience

### Highlights 2006-7:

- **Book launch for corporate ethics expert**, and co-founder of Integrity Interactive on-line corporate compliance training, Joe Murphy; inclu. media campaign, website, speaking engagement support, direct and word-of-mouth marketing; e-newsletter. Resulted in national TV exposure and publisher's best-selling trade book of the year.
- **PR & marketing consultant for Pathways to Leadership**, a Denver, CO-based **management consulting company**, on how to create successful PR and marketing strategies using e-letters, strategic media placement, direct marketing, word-of-mouth, etc., for book launch by NY Times bestselling author and CEO of company. Resulted in sold-out first printing.
- **Event scripting** for two high-profile business and legislative events produced by New Jersey's largest **Chamber of Commerce**. Resulted in praise to Chamber and repeat bookings for me in 2008.
- **Media relations workshop facilitator** for Society of Corporate Compliance and Ethics board of directors, including executives from **MicroSoft, GE, WalMart, US Bancorp**, and others.
- **Strategist/writer of sales presentation for ISO/Six Sigma healthcare** consulting company, MAI9000's campaign to partner with risk re-insurers.
- **Consultant to CIO of GE Medical teaching hospital**, for successful presentation requesting funds for multi-million dollar high-tech hospital.
- **Writer/researcher/photo shoot mgr.** for series of award-winning B2B and B2C articles produced by **GE Medical teaching hospital**.

### Select experiences, 2000-2007:

- Media relations, Virtua Health
- Key marketing campaign project mgmt, YMCA Camp Ockanickon, Inc.
- Retail store launch/media campaign, Auction Mojo
- Case studies, releases, Thomson Scientific/Anne Klein PR, Inc.
- On-line content, releases for BetterInvesting.com/Anne Klein, Pr, Inc.\*
- South Jersey Tourism Corporation, ghost writing
- Various national and regional bylines
- Author, three book packages for US Media Holdings Corp.

**Other experience, 1989-2000:**

- Homeschooling son, traveling with professional singer husband
- Freelance copywriting in NYC for Meat & Livestock Australia, McGraw Hill, Swatch, Coach Leatherwear, and others
- Created and managed relocation department for Coach corporate offices
- Numerous contingency positions working with top NYC executives at Goldman, Sachs, Marvel Comics, Scholastic, Inc., The New Yorker, among many others
- Five years, public radio host and producer, various radio and TV stations, major and mid-size markets: upstate NY, New Orleans, Philadelphia, NYC

**Professional memberships**

- Editorial Freelancers Association
- Publishers Marketing Association
- Chamber of Commerce Southern New Jersey

**Awards**

- Medical writing featured in The Virtua Physician, *Healthcare Marketing Report's* 2006 Print Communicator Award of Distinction and 2006 Merit Award winner
- Medical writing also featured in Virtua HealthSavvy, winner of the 2006 Platinum Award, MarCom Creative Awards; 2006 Print Communicator Award of Distinction; 2006 National Health Information Merit Award; 2006 Honorable Mention Platinum PR Award, *PR News*
- Wrote copy for BetterInvesting Pr campaign website, Anne Klein PR, Inc.'s 2004 Philadelphia PRSA Pepperpot winner
- New Jersey Press Association nominee, 2004: investigative reporting, land use

**Volunteerism**

Board of Directors, Carson J Spencer Foundation  
Marketing Committee member, Samaritan Hospice

**Other skills**

Voice-overs; read and speak Spanish, French; some German; solid grasp of Web 2.0

**Education**

BA, English/Creative Writing, 1989, Harpur College at Binghamton University

**References**

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