

RICK PONDS

Brentwood, Tenn.; 615.418.9231; rponds@comcast.net
www.Linkedin.com/in/RickPonds; www.RickPonds.com

Career Summary

Diversified communications professional that has managed and improved numerous aspects of critical internal and external communications for large businesses and government agencies. Broadcast journalist with extensive media production experience spanning commercial news and sports as well as education and professional development. Website design and maintenance expertise. Writing, editing and oral presentation skills. Accomplished at project management, multi-tasking and delivering on-time results under the pressure of deadlines and budget constraints. Extensive and varied computer, Internet and social media skills.

Related Experience

SELF-EMPLOYED – November 2007 – Present

(Contract web design, public/media relations, marketing support and communications)

- Design, maintain and provide content for business, personal and social websites.
 - Extensive use of HTML, Dreamweaver, Flash, Photo Shop.
 - Website Portfolio: <http://rickponds.com/onlineportfolio/websites.htm>
- Built and maintain website for social connection of former residents of Monte Sano community in Huntsville, Ala. Publicist for reunions.
 - Website: www.MonteSano60s.com

JOHN MAHER BUILDERS, INC. – Spring Hill, Tenn. June 2005 – October 2007

(Builder of more than 1,500 homes in Nashville area)

Public Relations Director: Start-up position responsible for developing, implementing and managing communication and marketing support that helped increase revenue by approximately \$30 million during tenure.

- Researched and developed overall communication strategy that improved and increased website presence for external marketing and internal communication; improved employee, customer and vendor relations with targeted public/media relations; increased advertising presence; improved and managed \$130,000 in community involvement initiatives; created new and effective marketing support.
- Created, wrote, edited, designed and managed production of communication collateral including brochures, mailers, advertisements, newsletters, press releases, MLS listings, emails and website content.
- Researched, developed, designed and maintained five websites marketing company and products and two internal websites providing and substantially improving vital communication for production, sales and management staff.
- Planned and facilitated company internal and external events including media opportunities, Realtor presentations, company parties and community festival.

TEXAS EDUCATION AGENCY – Austin, Texas. January 2000 – June 2001

(State agency governing public education)

T-STAR Program Development Director: Managed, promoted, marketed, developed, scheduled, produced and hosted educational and professional development TV programming for public educators in Texas.

- Directly responsible for creating, developing, scheduling, managing and producing 250 hours per season of programming broadcast via network satellite to more than 1,000 Texas school districts.
- Produced and hosted two bi-monthly news magazine programs that promoted public education issues in Texas.
- Provided, wrote, and edited content for T-STAR Programming News, a five-times per year publication of T-STAR.

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Related Experienced cont.	<p>BUSINESS HONORS PROGRAM – The University of Texas at Austin. April 1998 – January. 2000 (Innovative honors degree program within prestigious UT Business School) <u>External Affairs Director:</u> Managed marketing, public/media relations, student recruiting, alumni relations, corporate relations and fund raising that improved program stature and increased student applications by 25% during tenure.</p> <ul style="list-style-type: none">• Created, developed, wrote, edited and produced communication collateral including recruiting brochures, information packets, alumni newsletters, magazine articles and website content for students, business partners and alumni.• Organized, facilitated and participated in internal and external student and corporate recruiting events.• Planned, organized and managed formation of 15-member Business Honors Program Advisory Committee of distinguished business leaders and alumni to provide guidance and funding for the program. Generated approximately \$20,000 in initial funding.
	<p>KTBC-TV – Austin, Texas. January 1989 – May 1994 (Commercial TV News) <u>Anchor/Reporter:</u> Coordinated, anchored, produced, reported, photographed and edited TV sports.</p> <ul style="list-style-type: none">• Managed day-to-day operations of top-rated sports department; anchored and reported sports for top-rated weekday, midday and weekend newscasts; coordinated and produced live shots and special projects; shot and edited video tape; managed college internship programs.• Reported on a wide variety of sports including: Dallas Cowboys and Houston Oilers training camps, regular seasons and playoffs; a wide range of major and small college sports; local human interest stories ranging from high school sports to the everyday amateur athlete.• Made public appearances and participated in community events that accomplished increased good-will for station in highly competitive market.
Other Undertaking	<p>PARENTAL HOME CARE PROVIDER – March 2008 – Present (Manage and perform daily home care for dependent elderly parents) Arranged, managed and facilitated relocation of elderly parents from Huntsville, Ala. Oversee continued care.</p> <ul style="list-style-type: none">• Managed selling of parent’s home and real estate while contracting and overseeing major renovation of my home to accommodate their move.• Established doctors. Arrange and manage continued health care.• Provide psychological and physical need support.
Education	<p>MA and BA, COMMUNICATION; The University of Alabama</p>
Portfolio	<p>COMPREHENSIVE ONLINE PORTFOLIO: www.RickPonds.com/onlineportfolio</p>
Social Media	<p>LINKED IN (with professional endorsements): www.linkedin.com/in/RickPonds FACEBOOK: www.facebook.com/Rick.Ponds TWITTER: www.twitter.com/rick_ponds VIMEO: http://vimeo.com/rickponds</p>
Website	<p>www.RickPonds.com</p>