

Susan Stark Christianson

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www.christiansoncommunications.com

www.WomensVoicesProject.com

Summary of Qualifications

- Successful advertising, public relations, media relations, government relations, account management and journalism experience;
- Demonstrated experience with diverse and cross-cultural, public and private-sector clients; and
- Expertise in developing and implementing marketing and communications plans.

Professional Experience

Women's Voices Project – In 2008, Susan Christianson took a leave from Christianson Communications to follow a personal passion. Traveling from the farthest north place on earth in Russia's Siberian Arctic to the farthest south in Patagonia, Argentina, Susan interviewed grandmothers about a Native American and Alaska Native prophesy stating that there won't be peace on earth until the voices of grandmother are heard. A book resulting from those interviews, *Women's Voices: the Wisdom of the Grandmothers*, was published in 2010, and is available on www.WomensVoicesProject.com and www.AtlasBooks.com. A documentary film on the experience is in the final stages of editing, with a planned release in 2013.

Christianson Communications Inc. and Walton Group Publications – Juneau, Alaska *President and CEO, August 1994 to Present*

Christianson Communications Inc., a successful advertising and public relations firm in Southeast Alaska, has been owned and operated by Susan Stark Christianson since 1994. President and CEO Susan Christianson wrote and implemented communications plans for the State of Alaska Office of the Governor, Department of Labor & Workforce Development, Department of Transportation & Public Facilities and Department of Public Safety-Council on Domestic Violence and Sexual Assault. The firm also developed successful advertising and public relations plans for hospitals and health care organizations, energy and engineering firms, and non-profits. While specializing in results-driven advertising, public relations and marketing, Christianson Communications is also known for strong media relations and crisis management for the tourism industry, including TEMSCO Helicopters Inc., Tour Operators Program of Safety and Wings of Alaska Airlines. The agency's award-winning campaigns won national competitions including the Communicator Awards and the Summit Creative Awards.

Alaska Network on Domestic Violence & Sexual Assault – Juneau, Alaska *Communications Director, 2008 to 2010*

Developed communications plan and initiated successful public-service advertising campaign for this non-profit consortium of Alaska's victim-service programs.

Juneau School District – Juneau, Alaska

Communications Manager, 2007 - 2008.

Coordinated all aspects of district communications with the media and public. Served on the Superintendent's cabinet, wrote press releases, coordinated public involvement and developed and maintained the district website.

Office of the Governor, State of Alaska – Juneau, Alaska

Deputy Director, Communications, 2003 - 2004

Worked as Deputy Director of Communications for the Office of the Governor. Responsible for restructuring statewide communications, developing a communications plan and coordinating web redesign.

Juneau Empire – Juneau, Alaska

Editor and Reporter, 1991 - 1994

Edited the community news section of the Juneau newspaper and was responsible for general assignment and education reporting.

Other Related Experience

- Taught crisis communications for the University of Alaska Southeast's Certified Public Manager Program
- Published freelance articles for statewide and national publications, including *Alaska Business Monthly*, *Alaska Magazine* and *Alaskan Southeaster Magazine*
- Taught English and gifted-education at the elementary, middle and high school levels in Wisconsin, Colorado and Alaska.
- Organized cross-cultural exchanges between the Sakha Republic and Alaska, including partnering with the Northern Forum to host a Healthy Lifestyles Conference in the Sakha Republic.

Education

University of Wisconsin – Stevens Point

Bachelor of Science in English and Communications

Organizational Involvement

International Cross-Cultural Community Action Program, Past Board Member

National Council on Alcoholism and Drug Dependence – Juneau, Past Board Member

Glacier Valley Rotary Club, Past Board Member

Public Relations Society of America, Member

Baha'i Community, Member

Reference

References are available upon request.