

# MARIA SUNDEEN

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## PROFESSIONAL SUMMARY

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Accomplished communications, PR and marketing strategist with a solid background in branding and campaign development. Includes creation of communications plans and materials, broad media background, and production expertise. Skilled at collaborating with executives, creative teams and media outlets. Adept at creative messaging, outreach and production across multiple media channels.

## CORE SKILLS

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- 10+ years in marketing & communications, digital development
- Ability to forge and maintain strong relationships with creatives, media, vendors, and senior executives
- Strategic innovator within the ever-evolving media landscape
- Public relations – media & community outreach
- Creative and strategic vision
- Brand development and refinement
- Flexible & collaborative
- Campaign message & budget management

## EXPERIENCE

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### **Strategic Communications Consultant** — MUSEWORKS, Los Angeles (2001-present)

Develop strategic media and related plans involving production, licensing, marketing, branding, PR & outreach.

Worked with Pivothound Communications, UCTV, KRCB, etc. Examples:

- Develop strategic digital strategies
- Create, plan and implement online and print communications campaigns
- Develop production summaries, budgets and concepts
- Cultivate relationships with media, foundations, and affiliated organizations to build partnerships and support

### **Principal Administrator** — LIBRARY, ARTS & CULTURE, Glendale (2018-2019)

Directed all communications related to arts and culture programming and events. Managed the ReflectSpace Museum Gallery and established relevant cultural and artistic programming, including artist panels, author talks and film screenings. Liaison to city Arts and Culture Commission and developed two-year Urban Arts Work Plan. Cultivated partnerships with peer arts and culture organizations.

### **Marketing & Communications Manager** — AMERICAN AgCREDIT, Santa Rosa (2008-2017)

Responsible for strategic planning and execution of marketing communications for a \$9 billion agricultural cooperative. Managed public & media relations, photo/video production, printed and digital communications, branding, and social media. Produced and directed all video productions – developed branded series for promotion and broadcast. Led planning and implementation of a completely new website and two linked microsites. Conducted market research and data analysis. Targeted communications throughout multiple states.

### **Director of Development & Marketing** — SONOMA COUNTY MUSEUM, Santa Rosa (2006-2008)

Created and managed communications and development activities for a regional museum. Planned and managed advertising, outreach, marketing and events, including soliciting extensive earned media. Developed membership drive, online giving efforts, and media programs. Wrote government, corporate and foundation proposals, and press releases for exhibits, outreach and education programs.

**Senior Manager, Communications** — KATHLEEN RUSSELL CONSULTING, San Rafael (2005-2006)

Planned and managed communications projects for a PR/communications agency. Included work with social advocacy clients, non-profits, youth & sports programs, and political campaigns. Involved writing, research, public & media relations, outreach, collateral development, and video production.

**Development & Outreach Director** – KATAHDIN PRODUCTIONS, Berkeley (2005)

Developed funding and production plans for a documentary company. Coordinated promotional and educational outreach for *HOMELAND: Four Portraits of Native Action*, a documentary focusing on Native American environmental activism. Solicited panelists. Organized screenings.

**MEDIA EXPERIENCE****Board Director**

KRCB (PBS Affiliate), C|Media and Marin Community  
TV, San Francisco Bay Area, CA

**Producer/Associate Producer**

C|NET-TV, San Francisco

**Staff Writer**

Gazette Newspapers, Long Beach

**Editor-in-Chief**

*The Courier*, Monterey

**Reporter**

Bay City News (wire service), San  
Francisco

**Assignment Coordinator**

CNN, San Francisco

**EDUCATION****Master of Arts (MA)**

International Policy / French Studies  
Monterey Institute of International Studies  
Monterey, California

**Bachelor of Arts (BA)**

Journalism (*emphasis: Public Relations*)  
Humboldt State University  
Arcata, California

**International Business**

Ecole Supérieure de Commerce de Rouen (ESC)/  
NEOMA Business School, Rouen, France

**International Communications**

Uppsala University  
Uppsala, Sweden

**TECHNICAL SKILLS****LANGUAGES**

English, French  
Swedish

**COMPUTER**

Mac/PC: MS Office  
InDesign, Illustrator,  
Final Cut Pro, Photoshop  
(*graphic design + video  
editing*)

**WEB**

Google Analytics  
WordPress, Wix CMS  
Social Media  
(*Facebook, LinkedIn, Twitter,  
YouTube*)

**DIGITAL**

MailChimp, Constant Contact  
Salesforce, Meltwater  
(*media monitoring*)