

Gayla P. Schaefer, MPA

Profile Summary

Storyteller. Writer. Strategic communications leader with 15 years experience in the public and nonprofit sectors, academia and publishing.

Skills

Writing, Editing, Campaign and Content Strategy, Media and Public Relations, Public Information, Public Affairs, Copywriting, Social Media, SEO, CMS Management, Fund Development, Grants, Strategic Planning, Crisis Communications, Brand Management, Research and Data Analysis, Team Leadership

Education

- Master of Public Administration, Public ICT / Communications Thesis, University of Memphis, 2012
- Bachelor of Arts, Political Science, University of Florida, 1998

Experience

Strategic Communications Consultant and Freelance / Contract Writer, Schaefer Freelance and Consulting - FL / TN / WA - 2003 - Present

Provide writing and communications services for various clients which have included:

- South Walton Community Council (Executive leadership, annual report and strategy, 2015)
- OrangeHat SEO Marketing (Content strategy, copywriting and blog writer, 2014-15)
- IGIGlobal Publishers (Research chapter writer, 2013-15)
- ITNMemphis (Executive leadership, development, operations, communications, 2012-13)
- University of Memphis (Campaign writer and web content strategist / copywriter, 2012-13)
- BotProof LLC (PR, Communications campaign and content manager, 2009-10)
- SCB Media Group (Associate/Managing editor, columnist and feature writer, 2007-8)
- Space Coast Office of Tourism (Copywriter for Visitor Guide, 2007-8)
- Gannett News Corp. / FLORIDA TODAY (Freelance writer, photographer, online community manager for dailies, weeklies, and several specialty monthly magazines, 2003-8)

Community Relations and PR, Communications Management, Visit South Walton / Walton County Tourist Development Council (TDC) - Santa Rosa Beach, FL - 2016 - 17

Responsible for community and media relations, PR agency and content management, executive communications and brand voice. Served as Deputy Public Information Officer for County during crises. Oversaw national travel media conference event, Media FAMs, Annual Report, PR and Crisis Communications Plans, copywriting, newsletters, and press releases.

Project Manager and Program Coordinator, GA - University of Memphis School of Urban Affairs and Public Policy (SUAPP) - Memphis, TN - 2010 - 12

Website CMS and content manager for all SUAPP departments. Also served as Strengthening Communities Initiative grant program coordinator, conference planner and online communications instructor for graduate students and community organizations.

Marketing and PR Director, Brevard Zoo - Melbourne, FL - 2000 - 03

Senior staff member responsible for all brand marketing, PR, sales, events, community and legislative relations, department planning and staff. Also served as primary spokesperson and managed successful \$2.5 million capital funding campaign and branding for Expedition Africa.

Northshore Coordinator, University of New Orleans - Slidell, LA - 1998 to 2000

Managed Slidell campus, staff, contractors and noncredit programs. Provided PR and counseling for the New Orleans north shore region and Stennis Space Center as spokesperson.

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Portfolio and Writing Sample Links

Full Publication and Newspaper Samples

- [2017 Visitor Guide](#) - Copywriting and copy editing for annual marketing publication.
- [Perfect in South Walton](#) - Copy editing for community recognition program publication.
- [Empowering the Dream Centennial Campaign Publication](#). Centennial Campaign publication copywriting for the University of Memphis Foundation \$250 million campaign.
- [Space Coast Business Magazine](#). Associate editor, columnist and feature writer.
- [Space Coast Living Magazine](#). Managing editor, columnist and feature writer.
- [Official Vacation and Visitor Guide for Space Coast Office of Tourism](#). Copywriting for annual marketing publication.
- [Article](#) - Article written for *FLORIDA TODAY About Me Magazine*.
- [Feature Story](#) - Feature story written for *FLORIDA TODAY* Business section republished online by *Georgetown Law Review*.
- [Cover Story](#) - Business cover story written for *FLORIDA TODAY* republished by Associated Press nationwide.

Press Release and Newsletter Samples

- [Award Winner Named](#) - Press release written for community recognition program.
- [The Connection Newsletter](#) - Bi-weekly community e-newsletter written for government agency.
- [Dig It!](#) Monthly e-newsletter and content / social strategy for environmental group.

Website Content Strategy and Writing

- [Feature Topic Page](#). Copywriting, content management.
- [Walton County TDC / Visit South Walton 30th Anniversary Micro Site](#). Content management and copywriting for micro website.
- [Hall of Fame Blog Series](#) - Blog copywriting and content management for [SurfGuru.com](#).

Special Projects

- [Walton County TDC 2016 Annual Report](#). Content manager and copywriter for Annual Report for government agency.
- [Rack Card](#) - Campaign and content manager for public education, safety and sales campaign.

Academic and Research

- [Cat Videos for a Cause: A Nonprofit Social Media Marketing Case Study](#). IGI Global 2015. Academic textbook chapter published by IGI Global in *Cases on Strategic Social Media Utilization in the Nonprofit Sector*. The research case study explores the progression of a mid-sized nonprofit organization's use of social media for strategic communications, marketing and development. Research, data analysis and writing.
- [Using Social Media in the Nonprofit Sector](#). Blog post written for IGI Global Publishing.