JUDITH KOBLISKA **GOETZ**

COMMUNICATIONS SPECIALIST

SUMMARY

Creative, self-motivated team player with over 25+ years of developing, managing, and executing high-impact integrated marketing communication strategies. Expert at working closely with colleagues and clients to craft, fine-tune, and communicate clear and effective organizational messages that resonate with relevant constituencies, via traditional and new media outlets. Experienced with campaigns targeting internal, regional, national, and global audiences – for organizations ranging from academia and banking to non-profits.

HIGHLIGHTS

- Public Relations
- Employee Engagement
- Crisis Management
- Social Media
- Media Training
- Content Management
- Brand Management
- Event Planning and Promotions

EXPERIENCE

11/2021 to Present
Consultant, Crisis Communications and Public Relations
Aisling Consulting - Sandwich, MA
* Developed and executed targeted public relations strategies for diverse clients across industries, aligning with their unique business objectives and brand values.
* Created and distributed press releases, media kits, and digital content to enhance brand visibility and media engagement.
* Provided PR advice and strategic guidance for crisis management, employing both proactive and reactive measures.
* Conducted media training for clients, preparing them for effective communication with the press and public in various scenarios.
* Amplified PR campaigns using digital platforms and social media for broader audience reach and real-time engagement.

10/2017 to Present
Director of Marketing, Communications and Sales
Heritage Museums & Gardens - Sandwich, MA
* Spearheaded comprehensive marketing, communications, and sales strategies, aligned with organizational goals and audience insights.
* Managed a diverse team, setting revenue goals and guiding marketing, retail, group sales, and wedding teams.
* Executed integrated marketing campaigns across digital, print, social media, events, and PR channels.
* Developed communication strategies for stakeholder engagement, managed media relations, and handled crisis communications.
* Maintained website development, ensuring best practices, usability standards, and responsive design.

* Created a content strategy encompassing high-quality, optimized content for Heritage Museums & Gardens and The Hundred Acre School.
* Led digital and traditional marketing initiatives, including SEO/SEM, social media, email marketing, and content marketing.
* Upheld the brand identity, ensuring consistent messaging and visual representation across all marketing channels.
* Managed marketing budget to achieve set objectives.
* Supervised diverse staff and volunteers, focusing on team building, hiring, and performance evaluations.
* Handled multitasking under pressure, demonstrating detail orientation.
* Utilized digital platforms for educational and organizational purposes.

01/2013 to 09/2017
Vice President
Account Director
Senior Account Executive
Account Executive
Regan Communications - Osterville, MA
* Established and maintained relationships with key client contacts for strategic consultations.
* Advised clients on PR strategies and branding, aligning with business goals and market positioning.
* Built and maintained media relationships at state and national levels, enhancing client visibility and engagement.
* Identified and coordinated client speaking and appearance opportunities.
* Managed a diverse team of PR professionals, fostering a culture of excellence and collaboration.
* Administered targeted public relations strategies, tailoring approaches to client needs and industry dynamics.
* Implemented PR strategies for significant media coverage, with ongoing tactical adjustments.
* Provided crisis management solutions, offering expert advice and strategies for positive public perception.
* Recommended and executed PR actions during crises, negotiating client messaging with media.
* Oversaw client reporting, delivering insights on media coverage, campaign performance, and strategic recommendations.
* Kept abreast of industry trends for proactive strategy development.
* Oversaw the creation of press kits, news releases, and pitch letters, aligning content with client messaging and objectives.

03/2012 to 12/2013
Writer
NBC, WHDH-TV - Boston, MA
* Played a pivotal role in supporting producers and news editors with in-depth research and content creation during major events such as the 2012 Summer Olympics and the Sandy Hook Elementary Shooting.
* Demonstrated capability to handle sensitive topics with the appropriate tone and depth, contributing to wall-to-wall coverage that was both informative and respectful.
* Assisted reporters and editors in developing compelling visual news packages, combining strong storytelling with visual elements to create engaging and informative content.
* Worked closely with the production team to ensure that the visual representation accurately complemented and enhanced the news narrative.
* Specialized in researching, developing, and writing active and conversational news copy, adept at translating complex information into viewer-friendly content.
* Consistently maintained the voice and tone suitable for diverse audiences, ensuring that all copy was clear, accurate, and engaging.
* Coordinated effectively with news producers, managers, and reporters to enhance the 7News Breaking News Brand, contributing to a cohesive and dynamic team environment.

11/2005 to 12/2012
Director of News Operations
Qantum Communications - Hyannis, MA
* Spearheaded a transformative strategy that significantly increased listenership, achieving the highest ratings in the station's history. Successfully moved the station from #6 to consistently #1 or #2 in all morning hours in the targeted Adult 25-54 demographic.
* Directed a dynamic team in winning several prestigious Associated Press awards for breaking news, newscast, and public affairs, evidencing excellence in news coverage and production.
* Awarded the esteemed Edward R. Murrow Award for Newscast in 2011, reflecting a commitment to outstanding journalistic standards.
* Recipient of numerous American Red Cross Awards and an ACM award, highlighting a consistent track record of high-quality broadcasting and community engagement.
* Managed the planning, production, and presentation of all news programming, ensuring top-tier content aligned with the station's vision and audience expectations.
* Supervised the direction of all on-air broadcasts, maintaining operational excellence and high production values.
* Directed, edited, produced, and anchored morning drive programming, live hourly newscasts, and weekly public affairs programming, showcasing versatility and expertise in various broadcasting roles.
* Successfully reformatted the morning newscast to focus more on community/consumer interests, featuring live guests promoting community events and local businesses.
* Directed the production of the station’s first website and established a robust social media presence, pioneering the integration of social media strategies into news coverage, newscasts, and promotional efforts.
* Hired, trained, and supervised a news department staff of 7+ employees, fostering a culture of excellence and aligning the team with strategic goals and station standards.
* Developed and managed schedules, reports, and budgets for department staff, ensuring station performance goals were met and exceeded.

05/2001 to 11/2005
Director of News and Public Affairs
Boch Broadcasting - Yarmouth, MA
* Strategically lead all aspects of Boch Broadcasting's news and public affairs programming, ensuring high-quality content that meets the needs of diverse audiences.
* Oversee the development and implementation of editorial policies and standards, upholding journalistic integrity and ethical reporting practices.
* Production and Anchoring of Daily News Magazine Program
* Anchor, produce, and edit a daily news magazine program, crafting engaging and informative content that resonates with viewers.
* Utilize a mix of interviews, investigative reports, and feature stories to provide comprehensive coverage on a range of topics.
* Lead the production and anchoring of live newscasts, demonstrating adeptness in delivering breaking news with clarity and accuracy.
* Coordinate with a team of reporters, technicians, and editors to ensure seamless broadcast and high production values.
* Orchestrate the yearly election coverage, managing all aspects from pre-production planning to live broadcasting.
* Collaborate with political analysts and correspondents to deliver insightful and unbiased election reporting.
* Honored by the Associated Press for excellence in public affairs programming, showcasing a deep understanding of critical issues and the ability to present them effectively to the public.
* Recognized by the American Red Cross for outstanding contributions to consumer education through broadcasting, highlighting a commitment to public service and community engagement.
* Received the prestigious ACM Honors for producing a talk show that consistently delivered high-quality, engaging, and informative content.

04/1994 to 12/1997
Field Producer/Production Assistant
PBS, THE NEWSHOUR WITH JIM LEHRER - Arlington, VA
* Spearheaded the production of breaking national news stories, demonstrating rapid response and editorial judgment in high-pressure situations.
* Collaborated with a diverse team of reporters, camerapersons, and editors to craft compelling news segments that resonate with a wide audience.
Daily News Conferences at the Department of State
* Orchestrated the production of daily news conferences from the Department of State, showcasing expertise in broadcast production and coordination.
* Adapted quickly to evolving news developments, ensuring that all broadcasts were factually accurate, and professionally presented.
Research and Footage Acquisition for Segments and Election Coverage
* Conducted in-depth research and secured crucial footage for focused segments and comprehensive election coverage.
* Obtained timely and rare footage, enhancing the depth and quality of news reports.
* Analyzed and selected content that added significant value and context to news stories, particularly during critical election periods.
Special Assignment: PBS Series "Government and Democracy"
* Selected for a key role in the special PBS series "Government and Democracy" based in Austin, Texas, for exceptional production skills and political acumen.
* Contributed to a series that received acclaim for its insightful exploration of political themes.
* Demonstrated versatility and the ability to work effectively in diverse environments, from studio settings to on-location fieldwork.

EDUCATION

Master of Arts Certificate: Museum Studies, expected, 2024
Tufts University – Boston, MA
Museum Studies coursework

Master of Arts: Journalism and Public Affairs, 2000
American University - Washington, DC
Public Relations and Journalism coursework

Bachelor of Arts: Modern Languages and Government, 1991
Sweet Briar College - Sweet Briar, VA
Major and Minor in Italian, Spanish, French, and Government coursework

AFFILIATIONS

- Boys & Girls Club of Cape Cod, Board Member
- Sandwich Chamber of Commerce, Board Member
- Boston University, Marketing Department, Guest Lecturer

ADDITIONAL INFORMATION

- American Political Network Reporter - The Hotline and The Greenwire
- U.S. Senate, Washington, D.C. - Press Office for Senator Edward Kennedy- MA
- Fluency in Italian and Spanish, competent in French