

Timothy J. Ernst, ABC

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SUMMARY

An accredited business communicator with over 10 years of experience in both internal and external communication and design. I'm currently a sole practitioner seeking the camaraderie and infrastructure of an established organization. My unique skill set combines a strategic communication mind set with a creative flair that engages audience. My passion is solving communication issues with lively and thought-provoking creatives in print, on the web or face-to-face.

EMPLOYMENT EXPERIENCE

RavenWood Creative, LLC – President, Erdenheim, PA • 7/2007 - present

- Created, branded, and opened marketing/communication consultancy – writing, editing, graphic design and web production.
- Co-chair of the **2010 IABC Heritage Region Conference**, produced a successful, three-day conference with a record number of attendees, five keynote presenters, over 27 sessions, and oversaw a team of 30 volunteers. Headed up the marketing of the conference during a sluggish economy, yet still booked the most attendees ever for this regional communications conference.
- Intranet design and content creation for **Siemens Healthcare**, Malvern, PA, launching an extensive diversity initiative for the company in the United States.
- Web design and production for over 20 companies and organizations. Many required complete redesign and SEO implementation.
- Created full marketing and communication plans for clients, some resulting in 500% increases in web traffic, increased sales and successful social media integration into the businesses.
- **QVC UK** – speechwriting and other content creation projects for the CEO of the UK's largest e-commerce and television shopping network. Speeches aimed to engage employees and increased employee engagement by 25 percent.
- Member of cross-functional, multi-corporation team to re brand a non-profit, increasing awareness and donations to For Pete's Sake.
- Vice President – **Flourtown Businesspersons Association** - Increased membership and exposure of group by 25% over three years, retooled association's website and created social media integration throughout all communication vehicles.
- Presenter – *The Wonderful World of Web 2.0* – IABC Philadelphia – June 2008 - led a presentation and discussion on social media, blogging and the vast number of communication tools that allow customers to be part of the corporate conversation.
- Vice President/Webmaster – **IABC Philadelphia** chapter – International Association of Business Communicators - Led the effort to re brand the chapter, its website, and launch a fully integrated social media campaign - recognized by IABC Heritage Region as a chapter to emulate and making the chapter “pop” for its members.

QVC Inc. – Senior Communication Specialist, West Chester, PA • 6/1999 – 7/2007

- Daily interaction with QVC's senior management team in planning and execution of communication plans.
- Member of **Enterprise Portal Governance Board**. Responsible for content management and converting legacy CMS to new portal.
- Editor of monthly corporate newspaper, the award-winning *QVC Ink*, writing and editing many features, overseeing layout, art direction including photography, graphics and illustration creation.
- Daily writing and editing corporate announcements for enterprise portal, averaging 120,000 communications a year.
- Special events production, corporate video production, and speech/script creation for QVC's executive team.
- Project management for company-wide awards program and employee programming awareness program including writing winners' stories, production of awards and promotional materials and Gala events.
- Creating and presenting to IABC Philadelphia chapter “*Breathing Life into Your Presentations.*”
- Designing graphics and layouts for **QTV**, QVC's headquarters closed-circuit information channel.

RTIS, Inc. – Marketing Communications Specialist, Horsham, PA • 6/1997 – 6/1999

- Copywriting for all marketing materials, advertisements, direct mail campaigns, promotional pieces, and directory listings.
- Editor/Designer of corporate newsletter, creating the CEO's column, preparing articles for publication, writing many features, layout and photography
- External public relations – press releases, photo shoots, media relations.
- Liaison between Reed Technology and public relations firm developing trade show promotions, press interviews.
- Preparing trade show promotional materials for over a dozen trade shows annually.
- Updating both the corporate web site and Intranet copy.

RTIS, Inc. – Production Coordinator/Sr. Specialist, Horsham, PA • 5/1991 – 6/1997

PECO Energy – Staff Writer, Corporate & Public Affairs Department, Philadelphia, PA • 9/1989 – 5/1991

EDUCATIONAL BACKGROUND

- Accredited Business Communicator (ABC) with the **International Association of Business Communicators (IABC)** (www.iabc.com)
- Master's degree in English, with a business communications concentration, **Arcadia University**, Glenside, PA.
- BA Dual Majors - English and Communications, **La Salle University**, Philadelphia, PA.
- English Major with required Engineering and Leadership curriculum, **United States Naval Academy**, Annapolis, MD.

TECHNOLOGY & COMPUTER SKILLS

Advanced user of both PC and Macintosh platforms:

Adobe InDesign	Adobe Flash	Vignette Portal
Adobe Illustrator	QuarkXpress	HTML, CSS, .PHP
Adobe PhotoShop	Microsoft Office Suite	WordPress
Adobe Acrobat	Lotus Notes	Constant Contact/myEmma Email
Adobe Dreamweaver	SharePoint	

COMMUNITY INVOLVEMENT

Flourtown Fire Company – President and Volunteer Firefighter

Manage and administrate company business, meetings and committees. Responsible for over \$3.4 million in assets and a yearly budget of roughly \$400,000. Have successfully researched, written and submitted grants at both the State and Federal level totaling more than \$500,000 to help fund equipment and facility renovations for the fire company. Led the successful 100th Anniversary celebration of the fire company in 2010, which featured five “Century of Service” events (beef and beer, golf outing, clam bake, cocktail reception, and community carnival and fireworks.) Responsible of all graphics and creation of a 176-page, hardbound edition “When the Siren Sounds, The History of the Flourtown Fire Company.”

For Pete’s Sake Cancer Respite Foundation – Volunteer (Graphic Design), Blue Bell, PA – a non-profit organization helping adult cancer patients take all-expense paid excursion with their families. Pro bono creation of all printed marketing materials and event graphics for the charity.

Flourtown Businesspersons Association – Vice President of the association, overseeing its website, member services and assist in planning of networking and professional development programs.

Rotary Club of Springfield Township – Board Director/Rotarian of local club of Rotary International, a service organization that raises funds and conduct service initiatives for both local and international community projects.