

experience

Corporate Communications Director, Express Employment Professionals

8516 NW Expressway, Oklahoma City, OK 73162
2004 – 2009

Direct all areas of the Corporate Communications department, including strategic planning and promotion of the company's people and products. Primary focus placed on public relations, corporate identity and internal/external communications of the company. Developed strategic communication solutions to improve understanding by company employees, franchisees and the public of the company's objectives and achievements. External public relations efforts include media relations, crisis communications, speech writing for executives and events designed to enhance the company's image.

key highlights

- Built www.expressfranchising.com from the ground up.
- Led team on creation, content and growth of blog.expresspros.com
- Established Intranet site for 200+ person headquarters
- Successfully implemented re-branding of international franchisor including 600+ locations
- Serve as an expert advisor in areas of internal/external communications, branding and media relations
- Evaluate staff performance and create individual career development plans
- Prepare and deliver presentations for meetings and conferences
- Develop departmental strategic plan to target internal, field and external communications
- Chart progress of department goals
- Create and track department budget
- Serve as company spokesperson
- Qualitative and quantitative research conducted for communication vehicles and program offerings

Vice President, Greater Oklahoma City Chamber of Commerce

123 Park Ave., Oklahoma City, OK 73120
2001 – 2004

Direct and manage public relations, communications, advertising, special events, publications and e-communications for one of the largest chambers of commerce in the country. Coordinate local media relations and community relations projects. Initiate, create and implement strategic public relations and marketing plans, messages and tactics.

Public Relations Coordinator, Eastern Oklahoma County Technology Center

1998 – 2001 (Choctaw, OK)

Public Information Officer, Canadian Valley Technology Center

1995 – 1998 (Chickasha, OK)

Marketing Coordinator, Oklahoma State University – Oklahoma City

1993 – 1995 (Oklahoma City)

Assistant Editor, Private Practice Magazine

1991 – 1993 (Oklahoma City)

Sports Information Assistant, The University of Oklahoma

1989 – 1991 (Norman, OK)

Sean Taylor Simpson, APR

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Edmond, OK 73013

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summary

- 20 years experience in public relations, media relations, writing, marketing, advertising and publications
- Demonstrated management skills and leadership talent
- Able to organize, adhere to deadlines, establish priorities and manage multiple projects
- Adept at meeting the changing needs of multiple clients
- Excellent communications skills with verbal and written proficiency

education

- The University of Oklahoma – Norman, OK
Bachelor of Arts in Public Relations
Significant studies in Political Science and History
- The University of Oklahoma – Norman, OK
Master of Arts in Mass Communication – Political Communication
- Universal Accreditation Board – New York, NY
Accredited in Public Relations (APR)

leadership & organizations

- Universal Accreditation Board
- Susan G. Komen Foundation
- Public Relations Society of America Oklahoma City Chapter
- PRSA Accreditation Chair

awards

- Paul E. Dannelley Harmony Award, Oklahoma City Chapter of PRSA
- Achievers Under 40: Rewarding the Climb 2004, The Journal Record
- 40 Business Leaders Under Forty 2003, OKC Business
- Uppercase Awards 2002-2008, Oklahoma City Chapter of PRSA
- ACE Awards 2003, American Chamber of Commerce Executives – The POINT! Newsletter and TRDC
- Communicator Awards 1995-2001, Oklahoma School Public Relations Association
- Honorary Trade and Industry Instructor Award 2001, EOC Technology Center
- Kiwanian of the Year 1998, Kiwanis Club of Chickasha

presentations & seminars

- Please Like Me: Job Interview Tips and Warnings
- Who Are You and Why Are You Bothering Me?: Coworkers and the Boss
- Come Here. Go Away. Come Back: Dimensions of Customer Service
- They Said What?: Surveys, Focus Groups, Interviews and Other Forms of Research
- Motivate Your Team: Employee Retention Practices
- Help Me Please: Secrets to Communicating in (and Surviving) a Crisis
- Ethical Trends: Look at Today and Imagine Tomorrow
- If I Were the CEO – This Is What I'd Do With the Communications Department
- Why Am I Here?: Strategic Planning, Strategic Audiences and Strategic Communication

references

- Elaine Brink – Sr. Vice President of Sales, Express Employment Professionals, elaine.brink@expresspros.com, 405.840.5000
- Dina Simon – Central Zone Vice President, Express Employment Professionals, dina.simon@expresspros.com, 405.922.8282
- Nikki Sells – Vice President of Franchise Development, Tasti D-Lite, nsells@tastidlite.com, 866.424.4640 x3112
- Brenda Jones – President, Jones Public Relations, Inc., brenda@jonesprinc.com, 405.516.9686
- Nancy Coggins – Director of Marketing and Communications, Oklahoma City National Memorial, nancycoggins@oklahomacitynationalmemorial.org, 405.235.3313

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personal roi

- I am a professional communicator and an accomplished change-agent with a proven track-record of getting positive results.
- My biggest strength is finding solutions to complex problems through strategic planning.
- I excel at relating to multiple publics, meeting their needs and being proactive in initiating their marketing efforts.
- My management style is friendly, straightforward and diplomatic.
- I am a frequent presenter, guest speaker and lecturer.
- I have a well-established record of integrity, dependability and exceptional customer service.
- I thrive in a creative work environment where one is rewarded for initiative and encouraged to approach projects from a different perspective.