

Jeff Salem

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PROFESSIONAL EXPERIENCE

ARBOR DAY FOUNDATION, Lincoln, NE

Director, Communications & Public Relations, May 2022 – Present

- Responsible for planning, implementation, dissemination of all PR & Communications strategies for the Foundation
- Responsible for creating and maintaining key messaging consistency across teams and activities to maintain integrity of the Foundation and its brand
- Drives PR, communications and content that connects and reinforces brand story
- Identifies appropriate spokespeople and prepares them for interviews, including media trainings and message development
- Manages all third-party vendor relationships
- Provides counsel to leadership on communications strategy, messaging and media relations
- Monitors PR campaign performance, delivering timely reporting to team leads and senior leadership
- Leads strategy of content calendar initiative alongside Comms Lead and marketing content planner
- Leads Crisis Comms strategy
- Responsible for leading the professional growth and development of Communications & Public Relations team members

ARBOR DAY FOUNDATION, Lincoln, NE

Senior Public Relations & Media Manager, May 2021– May 2022

- Plans and implements media relations and Thought Leadership strategies
- Responsible for rapid response pitching & media relationship development
- Connect Foundation-level stories and our impact to journalist's interests with a keen understanding of traditional and digital newsrooms.

SWANSON RUSSELL, Lincoln, NE

Senior Public Relations Counsel, Nov. 2017 – May 2021

- Lead a team of six PR professionals for the agency's largest PR client account
- Responsible for setting annual PR strategies for a client with audiences in seven markets (B2B & B2C)
- Implement annual PR programs that include traditional PR practices, social media, CEO thought leadership, and influencer marketing campaigns
- Establish and exceed qualitative and quantitative goals for seven annual PR programs
- Use media tracking software to analyze and interpret coverage for the client daily
- Hire and supervise three PR colleagues; oversee the professional development of each
- Implement crisis communications and media training for C-suite executives
- Interpret social and earned media analytics for campaign reports

Public Relations Counsel, May 2014 – Nov. 2017

- Led strategy and implementation for multiple agency PR accounts, crossing multiple industries
- Leveraged earned and owned media channels to meet annual PR goals
- Established strong relationships with client contacts as the day-to-day PR lead
- Supervised three PR colleagues; hired and managed the department's PR intern

Public Relations Associate, May 2010 – May 2014

- Managed annual PR plans for a roster of clients in the golf, landscape, and green industries

- Facilitated PR outreach, including event PR, news release writing, and pitch-and-place programs
- Led weekly PR status calls with client roster
- Led internal agency communications and agency's external PR initiatives
- Represented client brands at local, regional, and national events, including industry trade shows

SUN NEWS, Kansas City, MO

News Editor, Aug. 2008 – May 2010

- Supervised a team of four reporters
- Led story planning for each newspaper issue
- Maintained government reporter duties as listed below with additional writing responsibilities including the city government blog and a weekly government column

Government Reporter, May 2006 – Aug. 2008

- Covered the news beat of three municipalities and one county in the newspaper's circulation area
- Routinely wrote special projects and enterprise stories
- Responsible for reporting and writing of no fewer than six 800-word stories weekly

EDUCATION

**University of Nebraska-Lincoln
Lincoln, NE**

Bachelor of Journalism - News-Editorial (May 2008)

**Nebraska Wesleyan University
Lincoln, NE**

Bachelor of Arts in English (May 2006)

ADDITIONAL SKILLS & CREDENTIALS

- Word, Excel, Outlook, PowerPoint, Keynote, Google Docs & Sheets, Adobe, Cision media monitoring, PR Newswire, Business Wire, TrendKite, AP style
- Advanced Social Advertising Certification / Hootsuite Academy

RECENT AWARDS

- 2021 PRSA Nebraska Paper Anvil Awards
 - Award of Excellence - Crisis & Issues Management: COVID-19 Autogas Learning Campaign
 - Award of Merit - Events & Observances: Construction Safety Week PR Campaign
 - Award of Merit - Word-of-Mouth Marketing: Propane Kids Influencer Campaign
- 2020 PRSA Nebraska Paper Anvil Awards
 - Award of Excellence - Blogs: Propane Can-Do Journal
 - Award of Excellence - Events & Observances: Forklift Safety Day PR Campaign
 - Award of Excellence - Publications: Autogas Refuel E-Newsletter
 - Award of Merit - Special Projects: Homeowner & Builder Energy Perceptions Study

AFFILIATIONS

Foundation for Lincoln Public Schools
Board of Directors, 2022 – Present

Lancaster County Medical Society
Pro bono PR consultant for COVID-19 Vaccination Campaign, 2020 – Present

National Agri-Marketing Association
“Best of NAMA” Awards judge, 2015 – 2021

Public Relations Society of America
Member, 2010 – Present

St. Monica’s Behavioral Health
Board of Trustees, 2012 – 2018

Phi Kappa Tau, Upsilon chapter, Nebraska Wesleyan University
2001 – 2004