

# REBECCA IONE LONG

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## CAREER SUMMARY

- Industry-recognized Communications and Public Relations Leader with 20+ years of experience crafting compelling narratives, bridging communication gaps, and enhancing organizational reputation; known for building strong media relations, leading large-scale PR initiatives, earned more than 30 industry awards for PR storytelling, digital content, media success, and integrated campaigns, positioning as a top-tier communications leader
- Maximized ROI on a \$500,000 budget by optimizing allocation, increasing click-through rates, and reducing cost per click through data-driven marketing strategies
- Reduced pay-per-click costs by 99% (from \$200 to under \$2) through data-driven media analysis, optimizing ad spend efficiency, and refining audience targeting strategies
- Reversed a 20% per-term enrollment decline, accomplishing 8-15% quarterly growth within a year by leveraging institutional research, enhancing student outreach, optimizing online math and science course support, and implementing technology resources to improve retention and recruitment
- Increased weekly request capacity by 100% (from 10-15 to 20-30 weekly) by creating a streamlined portal, reducing redundancy and saving 5 hours per week

## CORE COMPETENCIES

**Media Relations | Crisis Communication | Brand Management | Strategic Storytelling | Social Media Strategy  
Integrated Communications Plans | Stakeholder Relationship Management | Brand Crisis & Issue Advocacy  
Internal Communications | Change Management | Cross-Sector Media Partnership Development  
Event Planning | Digital Advertising | Data-Driven Storytelling & Digital Outreach**

## PROFESSIONAL WORK EXPERIENCE

### **LANE COMMUNITY COLLEGE**

#### ***Director of Marketing & Strategic Communications***

***2021 – Present***

- Drives relationships with key local, regional, and national outlets, while building connections with local journalists through a structured 3-step engagement approach, establishing credibility as a trusted media liaison
- Leads marketing and public relations projects as Head Project Manager, overseeing team initiatives, facilitating strategic alignment, and serving as a spokesperson during high-profile events, crises, and key initiatives to maintain brand reputation
- Maximized ROI on a \$500,000 budget by optimizing allocation, increasing click-through rates, and reducing cost per click through data-driven marketing strategies
- Reduced pay-per-click costs by 99% (from \$200 to under \$2) through data-driven media analysis, optimizing ad spend efficiency, and refining audience targeting strategies
- Recognized industry speaker, presented at 3 regional conferences on audience analysis, photography essentials, and best practices, with an upcoming national conference invitation to speak on optimizing advertising with data
- Reversed a 20% per-term enrollment decline, accomplishing 8-15% quarterly growth within a year by leveraging institutional research, partnering with student outreach, optimizing resource and support awareness, and implementing technology assets to improve retention and recruitment
- Strengthened presidential communications by ghostwriting 3-5 speeches monthly, maintaining a library of 10 pre-written speeches with tracking for strategic reuse
- Centralized marketing request system, streamlining 10-15 weekly requests per department into a structured process, eliminating inefficiencies, improving adherence to brand guidelines, and ensuring timely execution
- Developed and implemented an internal training program in collaboration with web designers and social media teams, educating departments on branding, available services, and best practices while establishing office hours for cross-departmental collaboration
- Increased weekly request capacity by 100% (from 10-15 to 20-30 weekly) by creating a streamlined portal, reducing redundancy and saving 5 hours per week previously spent managing incomplete projects
- Enhanced brand storytelling by creating a submission system for campus success stories, expanding from 1 to 10 monthly features, with 5 top stories selected for broader promotion, increasing positive public perception of the institution

## **CITY OF AVONDALE ESTATES**

### **Communication Manager**

**2017 - 2021**

- Increased website traffic by 25% and e-newsletter engagement by 20% through citywide communication initiatives, shifting focus from post-event reporting to proactive content strategies aligned with audience interests
- Transformed a bimonthly magazine into a forward-thinking publication, overseeing content planning, editorial direction, and all aspects except ad sales to drive community engagement
- Improved website engagement and content strategy by leveraging Google Analytics and Civic Plus, making essential civic topics, such as information sessions, processes, and census participation, more engaging and accessible
- Strengthened regional collaboration by coordinating city partnerships with other local governments and private businesses, including public-private construction projects, civic engagement with local organizations, and a banner exchange between rival cities, reinforcing civic pride and diplomacy
- Secured multiple USA Today 10Best Readers' Choice Awards, positioning the city as the top small-town beer-producing destination in the country through strategic storytelling and media engagement
- Elevated city's reputation through targeted PR campaigns, addressing image challenges by promoting diversity, unlocking and publicizing city parks, and publishing "Spend a Day in Avondale Estates" features in Municipal Association outlets
- Supported community engagement by launching a campaign introducing new city leadership, creating "Getting to Know You" posts, ghostwriting city manager communications, and winning a statewide executive communication award
- Earned the mayor's trust and expanded influence by ghostwriting all mayoral speeches, ensuring consistency in messaging and public perception
- Increased civic engagement through innovative events, including Touch a Truck, Touch a Budget, and Touch the Turf, with Touch a Budget drawing 300 attendees and integrating city council messaging to boost public buy-in for budget decisions
- Developed and implemented a text messaging system that automated responses for 6,000+ common resident inquiries, enhancing accessibility and reducing city response times

## **ADDITIONAL EXPERIENCE**

**ADVOCATES FOR CHILDREN – Communication Manager** - Drove a 20% increase in program participation and boosted organic website traffic by 30% through targeted communications, SEO optimization, reducing bounce rates by 69% and increasing conversions; Managed a \$300K+ budget, executing large-scale donor engagement strategies and high-profile events to maximize revenue and brand visibility

**CHATTAHOOCHEE TECH | GWINNETT TECH – Public Relations Specialist** - Drove a 70% increase in media coverage and institutional visibility across 9 campuses by expanding press outreach locally, regionally, and nationally, producing at least 4 press releases per week; Launched and produced a workforce development podcast, boosting career guide downloads by 15% and career-related searches by 30%; Co-founded a LinkedIn Photo Booth initiative for 1,800 students in partnership with career services and regional chambers of commerce increasing student career prospects

## **EDUCATION & CERTIFICATIONS**

**BALL STATE UNIVERSITY – Master of Arts, Public Relations**

**KENNESAW STATE UNIVERSITY – Bachelor of Science, Communication**

## **HONORS & AWARDS**

**NATIONAL COUNCIL ON MARKETING AND PUBLIC RELATIONS – Regional and National Award Winner for Media Success, Integrated Communications Campaigns, Digital and TV Advertising, and Social Media Content, Photography, and Writing**

**PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA): GEORGIA CHAPTER – Phoenix Awards for Community Relations, Budget Campaign, and Executive Communications**

**PRSA: OREGON CHAPTER – Spotlight Awards for Social Media, Reputation Management, and Media/Blogger Relations**

**PRSA: NATIONAL AWARD OF EXCELLENCE – Silver Anvil Awards Integrated Communications Campaign**

## **PORTFOLIO**

**REBECCATHEWRITER.COM**