

# Catherine Rogan

*Communications Professional*

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Highly ambitious Public Relations professional with more than 15 years experience in mastering campaigns for a full-range of industries from nonprofit to banking. I have a deep understanding of media relations, utilizing various social media platforms, developing initiatives and building relationships with community and professional partners. I enjoy working with an innovative team in a goal-driven environment.

## AREAS OF EXPERTISE

- Media Relations
- Media Training
- Crisis Communications
- Team Leadership
- Project Management
- Solution Mastery
- Communicating to diverse audiences
- Formulating master plans and procedures

## PROFESSIONAL EXPERIENCE

### Public Relations and Writing Freelancer

2019 - Present

Supported non-profit and small business clients through public relations, social media and copywriting strategy and execution.

### Archdiocese of Galveston-Houston

2012-2017

Manager of Media Relations

Served as primary media relations contact responsible for collaborating and working with international and national press.

- Developed and executed long and short-term strategic media relations plans for the Archdiocese resulting in positive public exposure.
- Identified and trained key spokespeople and representatives.
- Enhanced media perception and coverage of the Archdiocese of Galveston-Houston and its mission.

### Starbucks Coffee Company

2007-2012

Manager

Responsible for overall operations, management and staffing of 20 employees for store with over \$1.4 million in annual sales with an international corporation concerned with social impact and relations in the community.

- Increased overall customer satisfaction by 12% by training and coaching staff towards a customer-first attitude, creating an inviting environment, decreasing employee turnover each year by 40%, and creating sense of ownership through awards and incentives.
- Increased store sales by 20% by ordering diversity products, coaching employees in sales tactics, and by creating stable and motivated staff.

### Elmore Public Relations

2006-2008

Contractor

Responsible for the development and fulfillment of community relations, marketing and media plans. Serving clients in the arts, education and environmental industries.

- Coordinated and participated in public information meetings regarding environmental issues in the Houston area.
- Established media and marketing plans for non-profit agency providing educational grants for Houston-area teachers, including planning 5K walk and developing grassroots programs.

### PULSE EFT Association

2003-2005

Senior Program Manager

Managed development and execution of communication and branding efforts for five corporate departments, as well as for general corporate communications and special events for an electronic banking company offering a full range of products and services to financial institutions.

- Prepared and applied strategic plans, budgets and timelines for operational matrix for the company.
- Successfully developed and wrote communications and branding materials for launch of pre-paid debit card program, generating revenue which surpassed company expectations by 20%.

## **Hill and Knowlton, Inc.**

1999-2003

### Senior Account Supervisor

Managed and directed teams for six major national and international accounts with total budget of \$8 million a year for a full-service public relations and affairs consultancy firm.

- Led strategic planning meetings for clients and account teams including developing, writing and overseeing implementation of public relations, crisis communications, internal communications and public affair plans and programs.
- Created and led educational programs for clients in variety of areas including crisis communications, community education and public information.
- Co-led Houston new business team, identified potential new clients, and created proposals and presentations to secure new business.

## *EDUCATION*

## **University of Dallas**

Bachelor of Arts, Psychology

## *REFERENCES*

### **References:**

Jonah Dycus, Director of Communications, Archdiocese of Galveston-Houston, 713-652-8270 or 281-865-8019

Roz Hill, Consultant and former colleague, 713-628-8121

Susan Elmore, President, Elmore Public Relations, 713-524-0661

Claudia Morlan, former colleague, 832-725-6884