



SARA ELLEN STASHOWER

summary.

Professor and Cerberus to college students entering the Communications field; Advertising and Public Relations veteran noted for strikingly inventive and resolutely strategic solutions to complex problems; Writer, Speaker, Consultant, and Civic Citizen in fair measure.

experience.

JOHN CARROLL UNIVERSITY (CLEVELAND OH, 2001–

Visiting Instructor, Tim Russert Department of Communication (2015—)

Instructor on a 4/4 teaching load, with additional participation in the Academic Program Review (APR). Created community-based connections for IMC Campaigns courses where students have the opportunity to develop communication strategies for the region's nonprofit organizations, including Facing History and Ourselves (FHAO) and Playhouse Square.

Director, Internships and Experiential Learning (2013-15)

Charged with the development of a comprehensive program across all academic departments in the College of Arts and Sciences, with oversight of the Experiential College, coordination of the Great Lakes Community Investment grant, and enhancement of internship preparation and processes.

Visiting Instructor, Tim Russert Department of Communication (2008-2013)

- Designed courses in Branding, Social Media, Crisis Communication, and IMC Campaigns
- Authored the Integrated Marketing Communications Track
- Advisor to 30 juniors and seniors
- Advisor to the Public Relations Student Society of America (PRSSA) Club
- Instructor in the Boler School of Business (Intro to Marketing and Advertising Campaigns)
- Instructor in the Master's of Communication Management Program (PR Seminar, Media Strategy)
- Instructor in the Master's in Nonprofit Management Program (Professional Communication)
- Team member for creation of the Leadership Development Minor
- Writer of and Instructor for the "Leadership Labs" (Leadership Development Minor)

Adjunct Instructor (2001-2008)

Taught courses spanning theory to practice.

LIGGETT STASHOWER, INC. (CLEVELAND OH, 1984-2004)

Board of Directors

Director of one of the largest consolidated communications firms in the Midwest founded in 1932 and employee-owned with annual capitalized billings of \$75 million. (2004-2011)

Partner and Member of Board of Directors; Senior Vice President, Director, L-S Consulting

Member of Senior Management Team and creator of the hybrid unit designed to deliver à la carte counsel in research, direct marketing, public relations, promotion and media advertising rather than full service fare (U.S. Figure Skating Championships 2000, Cleveland Int'l Film Festival, Cleveland Museum of Art). (1996-2004)

Vice President & Account Supervisor

Head of account service teams in the arts and entertainment, toys, licensing, fashion and domestics, household products, and healthcare categories (Telarc Int'l, Little Tikes, The Bibb Company, Mt. Sinai Healthcare). (1989)

Account Executive

Responsible for the implementation of media advertising and public relations campaigns, including trade and consumer launches and special events marketing (American Greetings, Cleveland Convention & Visitors Bureau, AGA Gas). (1984)

ROBINSON BROADCASTING, INC. (CLEVELAND OH, 1982-83)

Promotions Director

Department head in charge of publicity and promotion for debut year of WMJL Magic 105.7 FM.

ST. PAUL ACADEMY & SUMMIT SCHOOL (ST. PAUL MN, 1976-81)

Lower School Instructor & Curriculum Supervisor

Coordinator of the "Mini Course Program" and team member for curriculum development and evaluation; writer, lyricist and director of five children's plays; classroom instructor grades 4-6.

education.

HARVARD UNIVERSITY (CAMBRIDGE, MA 1981-82)

Master of Education (Ed.M)

Concentration in Educational Media (Human Development)

MACALESTER COLLEGE (ST. PAUL, MN 1972-1976)

B.A. cum laude

Interdepartmental Individually Design Major (IDIM) in English, Psychology and Linguistics; Core in Education (Minnesota State Teaching Certificate grades K-9)

civic.

{leadership & retention}

CLEVELAND LEADERSHIP CENTER *Board of Directors (2006-11)*

LEADERSHIP CLEVELAND *Class of 2001*

Class President; Chair, Media Selection Committee; Bridge Builders Mentor

(i)CLEVELAND *Advisory Board (2001-06)*

CLEVELAND BRIDGE BUILDERS *Advisory Board (2004-06)*

{arts & culture}

PLAYHOUSE SQUARE *Board of Trustees (1993—*

Vice Chair, Executive Committee; Chair, Marketing; Co-Chair, Education; Liaison, Partners; Chair, Rebranding

PLAYHOUSE SQUARE PARTNERS *Founding Co-Chair (1990-03)*

CLEVELAND CULTURAL COALITION *Board of Trustees (1997-2000)*

THE CLEVELAND FILM SOCIETY *Board of Trustees (1990-96)*

CLEVELAND CENTER FOR CONTEMPORARY ART *Consultant (1994)*

{education}

FACING HISTORY AND OURSELVES

THE CHILDREN'S MUSEUM OF CLEVELAND

INSTITUTE FOR EDUCATIONAL RENEWAL

FRIENDS OF THE CLEVELAND SCHOOL OF THE ARTS

FIRST PERSON, EDU

CLEVELAND ADVERTISING ASSOCIATION

MACALESTER COLLEGE ALUMNI ADMISSIONS (1981-94)

Interviewer; Ohio Co-Chair

{community}

SUBURBAN TEMPLE-KOL AMI *Board of Trustees (2005—*

President, Board of Trustees; Vice President, Marketing & Membership; Faculty, Confirmation

JEWISH COMMUNITY FEDERATION *Chair, Centennial Campaign (2003-04)*

AAA EAST CENTRAL *Board of Directors (1996—*

Chair, Ohio Motorists; Vice Chair, Ohio Motorists; Corporate Trustee

THE MONTEFIORE HOME *Board of Trustees; Chair, Marketing (1991-97)*

THE JUNIOR LEAGUE OF CLEVELAND *Community Advisor (1990-93)*

honors.

- 2007 *Honoree, “Ray of Light,” for Community Leadership; Suburban Temple-Kol Ami*
- 2006 *Inductee, Cleveland Advertising Hall of Fame; Advertising Association Federation (AAF)*
- 2005 *Recipient, Gold “MarCom” Creative Award, International Awards Competition for Marketing and Communications Professionals, for Centennial Campaign (Jewish Community Federation)*
- 2001 *Honoree, 25th Anniversary Cleveland International Film Festival, presented by Elvis Mitchell, (then) Film Critic, New York Times*
- 2000 *Recipient, Jobs for America’s Graduates “Above and Beyond” Award presented by (then) Sen. Tom Daschle in Washington D.C.*
- 1998 *Winner, Best of Fest” Award for “Mary Lou, Reflection”; Ohio Independent Film Festival*
- 1997 *Contributor, Bread Loaf Writer’s Conference (Middlebury, VT)*
- 1995 *Recipient, Ohio Educational Broadcasting Network Commission (OEBIE) Award, WCPN Public Radio (Cleveland) 10th Anniversary Fundraising Event*
- 1995 *Honorable Mention, Northern Ohio Live Achievement Awards, WCPN 10th Anniversary*
- 1995 *Listing, Marquis Edition Who’s Who in American Women*
- 1993 *Honorable Mention, Northern Ohio Live Achievement Awards, Playhouse Square*
- 1992 *Recipient, Northern Ohio Live Achievement Awards, Playhouse Square Partners’ first annual “Jump Back Ball”*
- 1986 *Named, Outstanding Young Woman in America for community involvement*