

Sacha Adorno
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PROFESSIONAL EXPERIENCE

Freelance Communications Consultant **2/07- present**

- Provide project management, writing, editing, and public relations services and develop and implement strategy for diverse clientele. Work closely with in-house executive, marketing, public relations, and development staff to direct content for special projects, websites, print collateral, as well as ongoing publications. Coordinate writers, designers, photographers, programmers, and printers from concept through final product.

Recent and Current Clients and Projects: **Wistar Institute**, developing concept and writing 2008 annual report; **Kimmel Center, Inc**, 2008 annual report writing; **Pennsylvania Hospital**, developing ongoing marketing strategy and implementation for *Learn to Grow* education program; **Full Circle Communications**, B2B marketing consulting for QlikTech; **Washington National Cathedral**, media planning and consulting for centennial celebration; **Robert Wood Johnson Foundation**, media consulting; **Penn Medicine**, writing 2007 community benefits brochure; **Public Health Management Corporation**, communications consulting; **Tyler School of Art**, writing and project managing newsletter and case statement; **Fox Chase Cancer Center**, creating concept and writing.

Steege/Thomson Communications, Philadelphia, PA **6/04 – 2/07** **www.steegethompson.com**

Account Executive

- Served as project manager, writer, and communications strategist for non-profit clients in the fields of healthcare, arts and culture, philanthropy, and education.

Clients and Project List: **Annie E. Casey Foundation**, annual Families Count and Family Strengthening Awards, program profiles and media outreach; **Robert Wood Johnson Foundation**, program profiles and media outreach; **Planned Parenthood/Chicago Area**, case statement, annual giving brochure, and campaign kit; **Institute for Research and Reform in Education**, ongoing communications counsel; **Federation of State Medical Boards**, ongoing communications counsel and media consulting; **Freer Gallery of Art & Arthur M. Sackler Gallery**, media plan and outreach for centennial celebration; **Philadelphia Safe and Sound**, communications plan, case statement, and internal communications audit; **Montgomery Early Learning Centers**, marketing plan; **Japan American Society of Greater Philadelphia**, media outreach for 2006 Subaru Cherry Blossom Festival; **Winterthur Museum and Country Estate**, media for special exhibition; **University of the Sciences in Philadelphia**, donor booklet, solicitation card, and campaign newsletter.

Foundations, Inc., Moorestown, NJ **8/02 – 6/04** **www.foundationsinc.org**

Special Projects Manager, *Academic Content, Afterschool Style: A Notebook and Guide* (ACAS), an 18th month project, funded by the Charles Stewart Mott Foundation. Grant funded position turned into full staff appointment.

- Served as primary researcher and co-author for ACAS, a user-friendly manual for afterschool providers and practitioners seeking to integrate academic content into programming and activities.
- Formulated and executed assessment plan for manual, including: selecting and visiting field test sites in five states; writing assessment checklist for field reviewers; tracking review feedback; coordinating book revisions; and working with book designer on final layout.

Russell Byers Charter School (RBCS), Philadelphia, PA
www.byersschool.org

12/00-7/02

Communications & Enrollment Director

- Designed and implemented school's outreach campaign to build awareness and recruit families: co-edited informational brochure; produced information and registration packet (brochure, registration forms, FAQ sheet, and information page about charter schools); worked with founding committee; scheduled and organized information sessions; tracked and fulfilled inquiries from parents and media; coordinated admissions lottery; and supervised student registration. Successfully recruited 120 students. Produced waiting list of 400 families.
- Initiated and monitored site redesign of byersschool.org: built site outline; wrote content; and collaborated with web designer through 2002 launch of site.

Philadelphia Museum of Art (PMA), Philadelphia, PA
www.philamuseum.org

9/98-11/00

Assistant Manager, Media Relations

- Handled regional and some national media for all Museum special exhibitions and installations, educational programming, Wednesday Nights at PMA, acquisitions, staff and trustee appointments, and breaking news.
- Wrote FAQs, media advisories, and pitch letters.
- Created press kits.
- Acted as liaison between media and curatorial staff.
- Coordinated publicity for Rodin Museum, Fairmount Park Historic Houses, Fleisher Art Memorial and Annual PMA Craft Show.

Opera Company of Philadelphia (OCP), Philadelphia, PA
www.operaphilly.org

9/96-9/98

Publicist

- Co-wrote and edited the Company's biannual newsletter, opera program books, and season brochures, and provided copy for website.
- Publicized all OCP productions and special events: Wrote press releases and media advisories, and pitched story ideas to targeted print, radio and television media.

OCP

8/95-8/96

Assistant Director of Education/Intern Coordinator

- Proposed, researched, and wrote lessons for the company's student workbooks (developed to meet the School District of Philadelphia's curriculum requirements for grades 5-12). Lessons introduced students to the characters, plot, themes, and historical context of each opera produced by the company.

EDUCATION

Barnard College, Columbia University, New York, NY
Bachelor of Arts in History, June 1995

PRACTICAL SKILLS

Microsoft Office Suite: Word; Excel; Access; PowerPoint; Publisher. Adobe Acrobat and Photoshop.
Familiar with HTML. Proficient in French.