

Zuraidah H. Hoffman

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• (703)606-0324 •

EXPERTISE

- Strategic planning and implementation for internal and external communications
- Public outreach
- Media and public relations
- Marketing communications
- Content planning, development and writing for Web sites, newsletters and brochures
- Video production and script writing
- Speech writing

CAREER

Zuraidah Hoffman, LLC, Arlington, VA

April 2005 – present

President

Asante Mariamu, Arlington, VA

January 2010 – present

This organization is a global, grassroots campaign dedicated to increasing awareness about the immediate and long-term mortal threats to people living with albinism in East Africa.

- Drafting an extensive communications and outreach plan to launch the organization to ensure interest and support is built, sustained and increased over time. This includes cultivating relationships with print/broadcast media, managing social media efforts, building a grassroots campaign and help create an organization that can succeed in its mission.
- Serve as a liaison with staff in the office of U.S. Representative Gerald E. Connolly (D-VA) as he plans to introduce a House Resolution on this issue.
- Designing, writing content, and managing the organization's website.

Bradley Parker & Associates, Alexandria, VA

November 2005 to August 2006

Provided this niche architectural firm with a marketing and communications plan, which included developing their first website. Services included:

- Mediated a session with their top executives to determine and achieve agreement, on what their main messages are, and what they would like to share with their various audiences. On BPA's behalf, I hired and managed a design firm to create a website.
- Wrote all content.
- Other elements of the marketing and communications plan are still being implemented.

Chinook Systems, Inc., Arlington, VA

August 2009 – present

Developed and implementing a plan to 're-fresh' the company Website to reflect the company's growth and entrance into new markets. Support includes:

- Managing the 're-fresh' effort.
- Facilitated a staff session to uncover/discover perceived/real company strengths and weaknesses, audiences, desired messages.

- Wrote and editing all content.
- Working with the website designer to ensure look and feel is consistent with company messages and new content.
- Photographed and edited all new images of staff.

Embassy of Malaysia

October 2006

Drafted a farewell speech for the Hon. Tan Sri Ghazzali Sheikh Abdul Khalid, Ambassador of Malaysia.

ENC Marketing and Communications

October 2007 to February 2008

Provided PR/media relations support to ENC, in their contract with the U.S. Small Business Administration. ENC was responsible for many marketing/communications activities related to the SBA's re-launch of www.business.gov, which had updated features that makes it easier for small business owners to have access to essential information needed to run their operations, including forms, licenses, permits and regulatory information from federal, state and local governments.

- Assisted in formulating an outreach plan/campaign targeting as many relevant audiences as possible in order to achieve the ultimate goal: reaching small businesses.
- Drafted/edited press release
- Researched the issue, and produced database of all relevant media and social networks to send press release.
- Pitched press release and story to relevant contacts.

The Food Allergy & Anaphylaxis Network, Fairfax, VA

August 2005 to January 2006

Filled in a crucial gap due to the sudden departure of FAAN's PR Director. Managed all public and media relations activities for a long-planned effort which brought 70 children from 30 states to Washington DC to lobby their representatives in Congress to advocate for Federal funding for food allergy research and to express their support for the "Food Allergy and Anaphylaxis Management Act." I hit the ground running, with almost no existing knowledge of the issues or people in the food allergy community.

- Contacted many members of the media nationwide.
- Wrote and distributed a press release.
- Mediated media interviews.
- Attended Hill events and managed press activities.

When the event was over, I provided PR/communications support to the FAAN staff.

- Re-established FAAN's PR engine.
- Managed daily interactions with members of the media.
- Set up media interviews for CEO.
- Crafted messages related to sensitive issues.
- Helped CEO satisfy requirements for FAAN Board members.
- Helped FAAN place a full time staff member to keep the PR engine humming (final successful task).

The Food Marketing Institute, Washington, D.C.

February 2006

Wrote all content for the 2006 FMI Show's 14-page brochure.

Harvard School of Government, American Indian Economic Development Program, Cambridge, MA

October 2006

Provided media relations support for the annual "Honoring Nations," an award program that recognizes innovation and excellence in American Indian tribal governance.

- Developing a list of all relevant media in various parts of the country.

- Pitching the press release and stories.
- Coordinating media interviews.

Indian Law Resource Center, Helena, MT

December 2005

Provided support to the ILRC to publicize the 11th session of the United Nations Working Group on the draft Declaration on the Rights of Indigenous Peoples.

- Developing a list of all relevant media in various parts of the country.
- Pitching the press release and stories.
- Coordinating media interviews.

Kent Displays, Inc., Kent, OH

June 2006 – June 2007

Provided this high technology firm with a marketing and communications plan, which included updating their website to reflect company's new direction, entrance into new markets, and new corporate messages.

- Mediated a session with their top executives to determine and achieve agreement, on what their main messages are, and what they would like to share with their various audiences.
- Managed an in-house designer to re-design a new website.
- Wrote all content.
- Other elements of the marketing and communications plan are still being implemented.

Liz Hill Public Relations, Washington, D.C.

November 2005

Provided media relations support to their contract with the National Indian Gaming Association (NIGA). In celebration of National American Indian Heritage Month. NIGA hosted two evenings of Native American music and dance at the John F. Kennedy Center for the Performing Arts in Washington, D.C.

- Developed a list of all relevant media, specifically in the arts and music community.
- Pitched the press release.
- Coordinated media interviews.

National Cancer Research Institute, Frederick, MD (operated by SAIC Frederick)

August 2005 – present

Video producer, director, writer and narrator.

- The Advanced Technology Program: Success Stories. This award-winning video highlighted an organization that provides cutting edge expertise and technology to support NCI investigators and scientists around the world. The video features their success stories to the various medical and cancer research communities.
- Science of the Small: Nanotechnology. This video is on the Nanotechnology Characterization Lab's popular and insightful protocols. Intended to support traditional written documents that are shared with scientists and students. Executives are hoping that this will be the first of many video protocols that will help them share critical information on cancer research.

The Royal Belum Rainforest Symposium, Malaysia

April to June 2006

Booked a world-renowned scientist and environmentalist to speak at this event in Malaysia, and served as the U.S. liaison with National Geographic.

TransCultural Exchange, Boston, MA

June 2005

- Provided media relations support to an arts event in Washington, D.C.
- Developed a list of all relevant media in the region.
- Pitched a press release.
- Coordinating media interviews.

Science Applications International Corporation (SAIC), McLean, VA

July 2001 – April 2005: AVP, Director for Public Affairs, Washington Operations

August 1996 – July 2001: Public Affairs Specialist

- Managed all Washington DC-area media/public relations, internal communications, provided overall support to a 44,000-employee Fortune 500® corporation.
- Served as a liaison and corporate representative for multi-corporation teams, public relations/outreach efforts, and small business initiatives.
- A writer for the corporate website and various types of marketing publications.
- Director, producer and writer for several corporate videos highlighting interesting corporate programs and people.

META, Inc. Arlington, VA

October 1991 - October 1996: Project Specialist

- Developed nationwide model for the U.S. Fire Administration for state fire marshals' public relations campaign promoting the use of fire protection devices in the implementation of the Hotel and Motel Fire Safety Act of 1990. Spoke at conferences hosted by the travel and hospitality industry to discuss how the law affects the industry.
- Project/production manager for a documentary that was used in Malaysia's global campaign to counter worldwide anti-logging movements.

Fleishman Hillard, Inc., Washington Office

January – May 1989: Intern

Smithsonian Institution Traveling Exhibition Service

January – April 1991, May – July 1989: Public Relations Assistant

Congressman John R. Kasich

May – December 1988: Intern

PRO BONO WORK

- Facilitator for Arlington County's series of Diversity Dialogues, a world café-style event inviting hundreds of community members to offer insight and ideas on how to create a better diverse Arlington community.
- Creator and writer of *Global Dining*, a series of online articles featuring the owners of restaurants and markets along Columbia Pike in South Arlington. Written for the Columbia Pike Revitalization Organization, this series is intended to help these businesses grow, increase awareness of the international flavor found in this area, as well as to help various populations embrace diversity through global dining.

EDUCATION

BA, Journalism, George Washington University

AS, American Program, Kolej Damansara Utama, Malaysia

LANGUAGES

English, Bahasa Malaysia, Bahasa Indonesia, basic understanding of French and Spanish.