

## CURRIUCULUM VITAE

CHRISTINE MARIE DI SALVO

Christine.disalvo@sjsu.edu

Office: (408) 924-3246

[www.professionaleffects.com](http://www.professionaleffects.com)

### EDUCATION:

SJSU International Salzburg Fellow 7/2012

Masters of Science Degree in Public Administration, San Jose State University,  
5/2002

Bachelor of Arts Degree in Public Relations, San Jose State University, 5/1984

Additional Courses:

Writing For Publication, University of California, Santa Cruz, 11/1988

**Adjunct Professor-Public Relations Degree Program, San Jose State University  
January, 1995-present**

**Course development for Media Writing for AJEEP at SJSU  
Summer, 2012**

**Teaching visiting Afghan journalism professors media writing at SJSU  
Fall, 2012**

Course development for Introduction of Public Relations, Media Writing, Strategic Writing, Special Event Management and Campaign Planning.

Implemented and advised the School of Journalism and Mass Communications student advertising and public relations agency, Dwight, Bentel and Hall.

Manage 25-30 public relations and advertising students in Dwight, Bentel & Hall in regards to web design, social media campaigns, student competitions and traditional media campaigns.

Faculty advisor for School of Journalism and Mass Communications internship program.

Faculty advisor for production of annual December Convocation and PR Day.

Establishment of a Public Relations Degree Program Advisory Committee composed of vice president level leaders in technology and public relations consulting firms.

Supervision and coordination of Public Relations Degree Program marketing brochure.

Utilizing community contacts to connect San Jose State University students with field job opportunities.

**Teacher, Marketing Courses, Metropolitan Adult Education, San Jose**

**1992-1996**

**Dental Assisting Instructor, Foothill Community College, Los Altos**

**Spring, 1988**

**Teacher Coordinator Dental Assisting, South County Regional Occupational Program, Gilroy**

**1976-1988**

Established curriculum, planned new facility, prepared and taught lessons, managed community classroom sites, job placement, planned a state ROP/ROC conference, served on CTA negotiation team, established an advisory committee and presided over meetings, ROP staff newsletter.

**Summer School Principal; South County Regional Occupational Programs, Gilroy,**

**Summer 1980**

Managed nine vocational programs and staff, recruited instructors,

**gave oral presentations, planned & prepared bus schedule, purchased computer equipment, produced and appeared in promotional videotape.**

**EMPLOYMENT EXPERIENCE:**

**Owner/Principal Professional Effects**

**1984-present**

**Unique Lives and Experiences Lecture Series**

**2005-present**

**Responsible for handling of celebrity, booking all necessary arrangements, hotels, set design, lighting, sound, stage host of show**

**Conducting public relations and marketing communications services** for non-profits, education, public affairs and the health care industry. Developing new business opportunities, management of sub contractors that include graphic designers, printers, photographers and writers. Supervision, coordination and financial management of each project.

**Media relations management** that includes strategizing to develop newsworthy stories and opportunities; research of appropriate media; writing press releases and compiling press kits; contacting appropriate radio, television and print media for each story; arranging ascertainment meetings for clients to receive media coverage; media spokesperson for clients where needed.

**Designing, facilitating and managing public relations campaigns** that include themes kick off events, press conferences, recruitment of community leaders, managing budgets, and organizing volunteers.

**Concept development**, writing, supervision and coordination of graphic design and printing for marketing collateral pieces.

**Community relations** that links clients with community leaders to support their cause.

**Event management** for Regional Medical Center of San Jose, Unique Lives and Experiences, Evergreen Valley College 30<sup>th</sup> Anniversary, Children's Musical Theater, Second Harvest Food Bank, Women of Achievement Awards, KTEH Speaking of Women's Health, Arts on the Alameda Festival and more.

### **ACADEMIC EXPERIENCE:**

#### **PROFESSIONAL CONFERENCES**

Public Relations Society of America International Conferences  
2012-San Francisco  
2009-San Diego  
2007-Philadelphia  
2006-Salt Lake City Utah  
2004-New York City

#### **PROFESSIONAL & COMMUNITY INVOLVEMENT:**

Province of Florence, Italy, Sister-County Commission, Santa Clara County, 1/04-present  
Chair of Commission, 2009-2010  
Public Relations Society of America, member 2004-  
Rotary Club of San Jose, April 2000-present  
Chair of Foundation Board, 2010-2011  
Director, Rotary Club of San Jose Board, 2012-  
YWCA, Santa Clara Valley-Board of Directors, Board President, 1997-99  
San Jose Silicon Valley Metropolitan Chamber of Commerce, Board of Directors and Vice Chair, 1993-98  
City of San Jose Parks & Recreation Commission-1993-1996  
South Bay Public Relations Roundtable, President, 1993  
San Jose-Silicon Valley Metropolitan Chamber of Commerce, Chairperson of Women In Business Program, 1991

#### **PROFESSIONAL PRESENTATIONS:**

Media Release Seminar, Trainer Communications, 3/2011

“How to Write a News Release,” 10/2005, Valley Transportation Authority

“Marketing Your Health Care Service On A Budget,” 7/1999, Sacramento Continuity of Care

“What Is The Public Relation’s Image of Your Company,” 11/10/1998, San Jose Metropolitan Chamber of Commerce Business Success Forum

"Building A Marketing Plan," 9/28/1993, San Jose Metropolitan Chamber of Commerce, Business Skill builders Series

"Public Relations As A Sales Tool," 4/9/1991, Small Business Council, San Jose Metropolitan Chamber of Commerce

"Making It On Your Own, the Entrepreneur's Dream," 4/13/1991, Public Relations Society of America, Silicon Valley Chapter

"Selling Your Doc's," 12/9/1991, Health, Public Relations & Marketing of Northern California, Idea's Unlimited

### **PUBLISHED BOOKS:**

San Jose Silicon Valley: Primed For The 21st Century, 1997, Community Communications.

### **PUBLISHED ARTICLES:**

"Special Events Can Be Good Way To Promote Something Special About An Organization," The Business Journal, 9/13/1993

"Automation In The Office Expected To Become Even More Popular As High Tech Decade Rolls Along," The Business Journal, 5/11/1992

"Despite Catcalls, Elevator Music Apparently Does A Company Good," San Jose Business Journal, 5/6/1991

"Physician Market Thyself: It'll Help You Keep Well In Highly Competitive Times," The Business Journal AD &PR Magazine, 8/1991

"Seeking A Subacute," San Jose Business Journal, 4/1991

"Medical Offices Treating Patients More Warmly These Days," San Jose Business Journal, 9/10/1990