



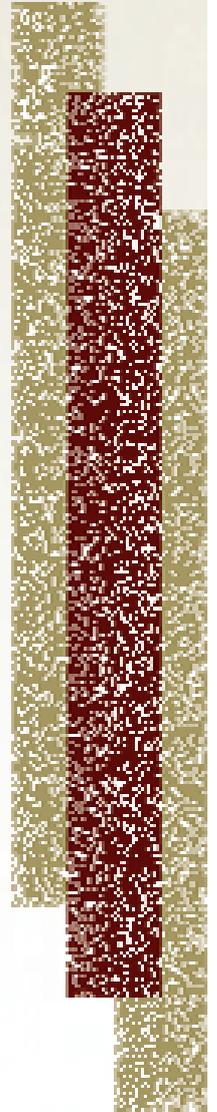
Shirlyn Myles portfolio

Sharp **strategic leader** nationally recognized for developing and executing high-impact campaigns and solutions that advance organizational goals and increase revenue while building vital resources and enhancing visibility.

Core Competencies:

Advertising & Branding
Budget & Database management
Community Outreach & Engagement
Fundraising & Development
Market Research & Analysis
Not-for-Profit Marketing Management
Project Management
Public & Media Relations
Public Service Announcements
Social Media Marketing
Video & Audio Production
Volunteer Development & Management
Web Content Management

Dynamic **change agent** with an A+ rating for reversing public opinion to support agencies and clients' initiatives



professional Philosophy

Today's market saturation of information makes it is easy for an organization's message to get lost in the media frenzy.

The most successful way to reach the maximum target market is to integrate a mixture of communication methods by utilizing Integrated Marketing Communication strategies. This way, the message is not lost but instead effectively communicated.

Marketing communications

The purpose of utilizing marketing communications methods is to help clients understand the importance of strategically communicating their vision and mission within their marketing plan and implementing IMC strategies to reach their target market.

Arrive Alive Campaign

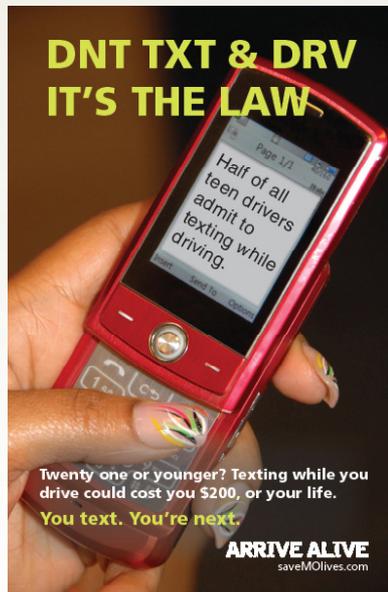
Arrive Alive is a part of the Blueprint for safety initiative funded by The Missouri Coalition for Roadway Safety. Outside of social media, billboards, print and television, and web advertising, alongside branding and promotional giveaways, are utilized as mediums to reach the public.

The primary targets are between the ages of 14 and 21.

The Arrive Alive campaign focuses on education and prevention.

Listed below are samples of my work.

Poster



TV Commercial



Billboard



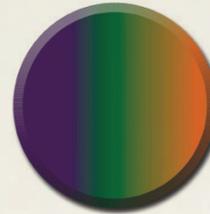
Advertising & **branding**

Advertising **branding**

STL Barz Video Web ad



STL



STL Barz Logo

BARZ

STL Barz Print ad



STL Barz is a brand established in 2002 as a bar-tending training school. The principle is simple: “training the best bartenders in the country and providing knowledgeable professionals to our clients.”

They are a local business whose primary target market base is night life business owners, head bartenders, servers, disc-jockeys, and other Entertainment Industry Professionals. Their brand is helping their customer better serve the nightlife industry.

community Outreach & Engagement

As the Community Liaison, I facilitated and managed the Community Economic Development component of the MoDOT's New I-64 Highway Project.

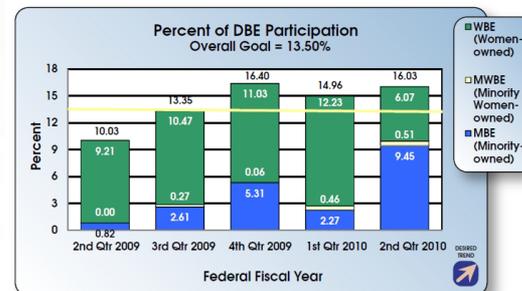
My primary objectives were to develop Workforce Utilization & Economic Development programs that would empower the minority community. The primary areas focused on:

- CDL Training Program
- Application Workshops
- Mock Interviews
- Prebid Meetings
- Entrepreneurship Training
- Business Development
- Community Empowerment



The results from this three year plan were as follows:

- Federal Disadvantaged Business Enterprises goals were set as 16% DBE - End of project goals exceeded expectations with an 18% participation rate (2% higher)
- As a result, 81 DBE firms (\$80.2M)
- Department of Labor Goals: Minorities 14.7% / Women 6.9%
- Results: Minorities 32% / Women 36% (6.7% min. female)
- 400 minority and women employed



Show Me Safety Fair

During National Baby Safety Month, the Missouri Department of Transportation and community board members stage a safety fair centered on Child Safety Seat Checks. Our mission is to enhance the importance of safety among the increasingly diverse communities within the St. Louis Metro Region.

MoDOT's SHOW ME Safety Fair, 501(c)3, focuses on proper usage of child protective car seats, the importance of buckling up, the use of bike helmets, household safety, and nutrition. Items given out to the public include free bike helmets, free child identification kits, and much more.

The safety fair is free and open to the public, whereas car seat check participants must register for the car seat check and are eligible to receive a free car seat as certified by SAFE Kids.

Committee goals are to:

- Educate parents on the importance of properly securing their children while driving.
- Encourage seatbelt use for drivers of all ages.
- Promote best practices in emergencies and disseminate valuable information on general household safety and nutrition.
- Effectively change the behavior of our constituents toward safety practices.



Community Outreach & **engagement**

community Relations

North County CARES

North County CARES
COMMUNITY RESOURCE Guide
 October 2006



Community Access to Resources, Education and Services

Vision
 A variety of constituents will collaborate and share resources for the purpose of fostering a better quality of life for individuals and families from all social, economic, and cultural backgrounds. With this initiative, North St. Louis County will become a model region.

Mission
 North County CARES is a network that coordinates resources, identifies services, and provides mechanisms for sustainable community growth. The principles and projects initiated by North County CARES empower the community to work collaboratively toward the common goal of improving the quality of life for all North St. Louis County residents.

St. Louis Community College
 Florissant Valley

...building bridges to a better quality of life

Join Us!
 North County CARES participants are encouraged to share information, ideas, success stories, and community news related to individuals and issues who are working toward self-empowerment. Join us at our next meeting.

For more information, contact:
 Tasha Bonds at 314/595-2242 or
 tbonds@slcc.cc.mo.us

St. Louis Community College at Florissant Valley
 3600 Franklin Road
 St. Louis, MO 63135-1499

St. Louis Community College is an equal opportunity/affirmative action institution.

VISIONGEARUP North County CARES

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Group ID #500006298

North County CARES

2005 Annual Report

Reaching Out



North County CARES

About Our Presenters . . .



Honorable Charles A. Doolley, St. Louis County Executive, Admission Building, 41 South Central Avenue, 6th Floor, Clayton, MO 63105 (314) 610-3710

Charles A. Doolley, St. Louis County Executive, grew up in St. Louis, attended Clark Elementary in North St. Louis and graduated from Washburn High School. He enlisted in the United States Army in 1962. Charlie was stationed in the Republic of Vietnam in 1965 and 1967. As a Specialist, 5th Grade, he received an honorable discharge in 1968. After his military tour of duty, Charlie was employed by McDonnell-Douglas, now Boeing, as a General Service Foreman and gave 20 years of service before retiring in 1999. Before his appointment as County Executive, Charlie served on the St. Louis County Council representing the 14th District. He was the first African-American to be elected to the St. Louis County Council. Prior to his service as Mayor, Charlie served as Alderman for Ward 2 in Northwoods for five years. He is a former President of the Missouri Chapter of Black Mayors and has served as a member of the East-West Gateway Coordinating Council Board of Directors, as a member of the St. Louis County Economic Council, as Co-Chair of the Normandy Communities Forum, and as Treasurer of the Mayors of Small Cities organization.

North County CARES

Summit V

Service Delivery in a Complex and Diverse Community

Friday, October 22, 2004

Student Center Multipurpose Room
 St. Louis Community College at Florissant Valley

Sponsored by:



Theme: "Be the Change You Want to See in the World!"
 —Gandhi

North County CARES is a grant-funded community-based service of St. Louis Community College that bridges the college to the community. By providing opportunities for social service programs to improve their services to the community, the department enhances the college's image in the community as an extension of outreach.

9

As the facilitator, my primary focus is on planning and logistics.



An agency/company diversity and inclusion platform are central to the organization's competitive advantage and ability to deliver culturally competent products or services.

Community **relations**

fundraising & Development

The Kohl's 4 Kids program, in cooperation with SSM Cardinal Glennon Children's Medical Center, helps keep kids safe while cruising in their family cars or riding their bicycles.

Show Me Safety Fair and Safe Kids St. Louis have been the recipients of Kohl's 4 Kids funding to purchase car seats and bike helmets and advertising for over six years. Approximately \$150,000 was allocated for car seats and bike helmets and distributed in the St. Louis metropolitan area.

The primary targets are the economically disadvantaged St. Louis city/county, St. Charles, Jefferson, and Franklin counties residents.





Social Media Poster

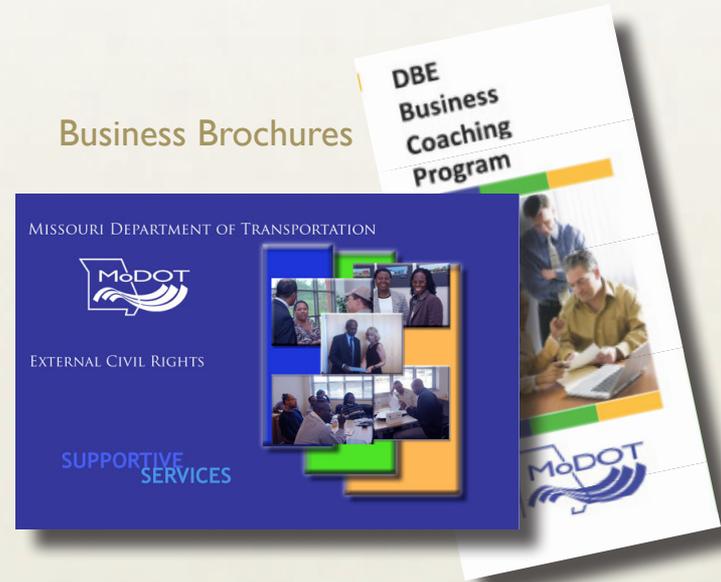


Outdoor Building Banner



Parking Space Sign

Business Brochures



Graphic design

not-for-profit Marketing Management

Florissant Valley Alumni Association (FVAA) was in dire need of revision. Funding covered less than 2% of the students, participation was nil, and the alumni association only had one annual fundraiser event.

Within six months, I generated a 200%+ rise in membership, 100%+ boost in participation, and 30% increase in revenue for St. Louis Community College FVAA through developing a dynamic marketing plan that raised the organization's image in the community and creating a self-sustaining increased revenue stream to support the association.

Florissant Valley Alumni Association

alumni news
St. Louis Community College
Spring 2007
FV Alumni University

alumni news
St. Louis Community College at Florissant Valley
Spring 2006
Volume 1 No. 2

Donn Johnson is Fulfilling His Life's Dreams

Steven J. Civens has been an associate vice chancellor for public and executive director of University Communications at Washington University in St. Louis.

Civens, formerly assistant vice chancellor and special assistant to Chancellor Mark S. Wrightson, was July Jasper Leisch who retired at age 2006.

"I am delighted to be able to join the team of seasoned and professional who are committed to the work."

Civens received his Associate Art in Communications from Florissant Valley in 1982 and continued his pursuit at the University of Missouri (LMSL).

After graduating magna cum laude with a bachelor of arts degree in 1980 from LMSL, he remained

Donn S. Johnson, an alumnus of St. Louis Community College at Florissant Valley, has contributed to the community for many years through his active involvement in the NAACP, the American Federation of Radio and Television Artists, and many more community based programs. As the director of communications at the Missouri Historical Society, Johnson is responsible for creating and overseeing community outreach programs by establishing and maintaining positive relationships with all segments of the community and creating and executing the public relations and promotional aspects of all exhibits and programs presented by the Missouri History Museum in Forest Park. Johnson also does commentaries for KWML 90.7 FM radio, an affiliate of National Public Radio, and writes a column under the Missouri Historical Society banner in the St. Louis American Newspaper, on top of consulting, companies and individuals on how to solve media problems.

Because Johnson was an Army veteran who was married with a

jobs the availability of classes offered, the flexibility of the schedule, and the affordability of the tuition, Florissant Valley allowed him to pursue his education while caring for his family. Johnson was able to use his GI Bill to enroll in Florissant Valley. Johnson contributes his success to the construction of the curriculum, which he considers equivalent to a four-year college, and the generosity of the instructors. "There was never a time that you felt put off," states Johnson. "If you cannot afford a four-year college, a community college is a terrific choice." Johnson recommends SLCC for individuals interested in obtaining their associates, a certificate, or vocational training. He also recommends it as a cost effective option for the first two

"Hall of Fame" award and was named the 2003 Outstanding Alumnus of the Webster University School of Communications.

A native of St. Louis, Johnson cares about his community, saying "It made me the person I am today." Although he does not consider himself a role model, many Florissant Valley and Webster alumni consider him just that. "Role models are overplayed," Johnson replies. "I try to be a decent human being." He goes on to say, "you can't always do what you want to do," and that "you have to use your wit to negotiate and fight for injustices."

With over 30 years in the media industry, Donn Johnson shows no sign of slowing down. He has a personal relationship with St. Louis and will continue to contribute back to the community.

By Shirlyn Myles

"I try to be a decent human being...you can't always do what you want to do," and that "you have to use your wit to negotiate and fight for injustices."

years. "I remember when St. Louis did not have a college," says Johnson. "It is a cost effective way to get an education."

After graduating from Florissant Valley, Johnson continued his education at Webster University and obtained his Bachelor of Arts degree in media communications. He then pursued a career in television as a reporter and anchor for KTVI-TV Channel 2 News. In 2002, he retired after more than 22 years of reporting the news. Johnson is an award-winning broadcast journalist who is the recipient of a 2004 Emmy Award for his commentary for KETC-TV Channel 9 and the recipient of a 2009 Emmy Award for the "3pm News Category." Johnson is also the recipient of the Florissant Valley Alumni Association

FVAA Newsletter - Spring 2006
Editor/Writer: Royce Coorey
Designer: Shirlyn Myles
Writer: Shirlyn Myles

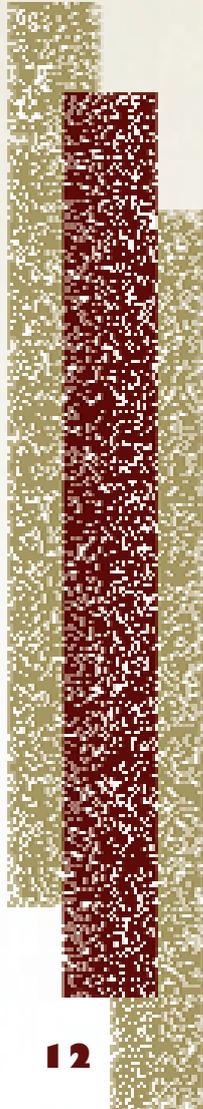
Section	Pg	Article
Cover Story:	1	Donn Johnson
Alumni News:	2	Welcome to the Alumni Association
	2	Surf the net
	2	Alumni can get job search
	2	Help wanted
	3	Alumni Association offers scholarship
	3	Alumni Dinner Theatre
	3	Alumni elections
	4	Florissant Valley under construction
Calendar:	4	SLCC has new ID cards
Calendar:	4	Calendar

Mahmedein Mahmedein
THE POWER OF CHOICE
Candidate for Division President

SI: FLORISSANT VALLEY
Theater
Friday, April 14, 2007
Theater Multipurpose Room
Ball Road in Ferguson
Tickets \$25

LINE INVESTIGATION
St. Louis Community College
Florissant Valley

Florissant Valley Alumni Action
An organization to promote continued involvement of Florissant Valley alumni in their college and community by providing opportunities to take part in education experiences, services and to assist in furthering the goals and objectives of the St. Louis Community College Florissant Valley



Annie Malone Children & Family Service Center



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Marketing for a “not for profit” organization without violating 501(c)3 regulations challenges a marketing communications expert in developing creative methods to build the agency’s brand.

As Special Events & Marketing Coordinator, I used publicity, grassroots, and direct marketing to achieve our objective.

Not-for-profit **marketing management**

print Advertising

MoDOT Salutes Diversity in...

MANAGEMENT



PROFESSIONAL SERVICES

Looking for new opportunities?
DBE contractors, design consultants and related service providers, check out the **State-Wide Transportation Improvement Program** and **Major Projects** section of our website: www.modot.mo.gov/plansandprojects.

MoDOT's Office of External Civil Rights offers the disadvantaged business enterprise (DBE) community an innovative approach to developing their resources to successfully bid on federally funded highway projects. For more information visit: www.modot.org/ecr

Visit: www.modot.mo.gov/business for business opportunities



THE ST. LOUIS AMERICAN



SBM ST. LOUIS **Small Business Monthly**
The Source for Business Owners

SBM ST. LOUIS **Small Business Monthly**
The Source for Business Owners MARCH 2013

Transform Your Culture
Find Out What An Effective Culture Looks Like, And How It Changed One Company

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Owner KolbeCo Marketing

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Plaza Motors print ad for Kappa Sponsor Booklet

15

St. Louis Community College CASS program relies heavily on free publicity. A relationship with all mediums is vital to getting your message to the masses.



St. Louis Public Radio
90.7 KWMU • KWMU-2 • KWMU-3
NEWS THAT MATTERS.

St. Louis Community College
CASS Students featured on
St. Louis Public Radio



Annie Malone second opening
featured on Fox 2 St. Louis



Stan Musial Veterans Memorial Bridge
feature story in the St. Louis American

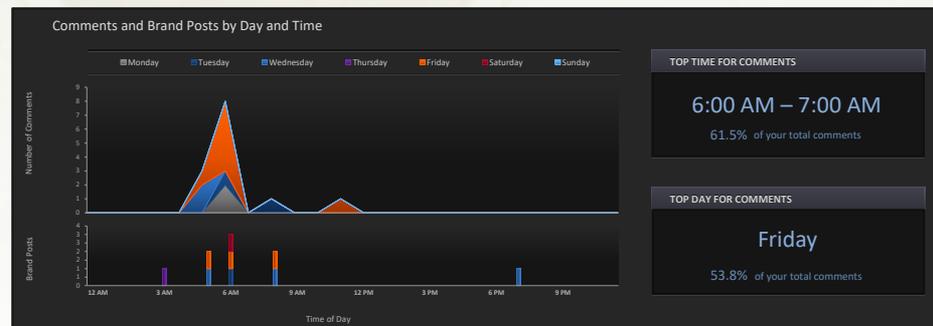
Public **relations**

social media Analysis

May 20, 2015 - Website Analytics
(www.shirlynmyles.com)

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	78	80.77%	63	75.64%	1.42	00:00:53	0.00%	0	\$0.00
	% of Total:	Avg for View:	% of Total:	Avg for View:	Avg for View:	Avg for View:	Avg for View:	% of Total:	% of Total:
	100.00% (78)	80.77% (0.00%)	100.00% (63)	75.64% (0.00%)	1.42 (0.00%)	00:00:53 (0.00%)	0.00% (0.00%)	0.00% (0)	0.00% (\$0.00)
New Visitor	63 (80.77%)	100.00%	63 (100.00%)	85.71%	1.19	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Returning Visitor	15 (19.23%)	0.00%	0 (0.00%)	33.33%	2.40	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

Facebook Fan Page Report for 05/13/2015 - 05/26/2015



OUTBOUND	COMMUNITY HEALTH	OPTIMIZATION	CONTENT DETAILS
9 Brand Posts	5,356 Total Page Fans	Most Engaging Content Type	Most Engaging Post
108 Total Engagement on Brand Posts	3 Avg. People Talking About This (PTAT)	Status Posts	"A stretch of northbound and southbound I-55 in Jefferson County is closed at Highway 67 to clean up ..."
12 Engagement/Post	0.1% Avg. PTAT as % of Fans	Top Day/Time For Engagement	38 Interactions (4.2x average)
	2.0% Engagement as % of Fans	Friday 6:00 AM – 7:00 AM	

website Content Management



SM Marketing Communications mobile site:
<https://www.smmarketingcomm.com/>



Immanuel Temple - God With Us site:
<https://www.itgwu.org/>



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