

**Objective:** Seeking opportunities in social media and/or public & media relations.

**Education:** Le Moyne College Syracuse, New York  
Bachelor of Arts, English

**Telecommunications Experience:** AT&T Mobility Orlando, Florida

Social Media Customer Service Manager: March 2014 – Present. Member of AT&T's social media team, tasked with analyzing and resolving product and service issues via social media.

- Perform root cause analysis for high impact or repetitive issues via social media venues.
- Work with corporate communications and legal to ensure proper message being delivered.
- Draft scripting for use via social media channels and company website.
- Provide business updates and recommendations to senior level management as related to the current and future state of social media operations.

**AT&T Mobility/Cingular Wireless** Orlando, Florida

Manager Support Team/CSR2: November 2006 – February 2014. Member of the manager support team, inbound and outbound finance, credit & collections teams for AT&T Mobility.

- Responsible for escalated/management calls and SME/'subject matter expert' chats.
- Handled outbound/inbound calls regarding collections, billing, and customer service issues.
- *Winners Circle for 2013* Award Recipient.
- *Platinum Circle* Award, Second and Fourth Quarters, 2013.
- *Go For The Gold* Awards, Multiple Months.
- *Director's Spotlight* Award, January 2008, February 2008.
- Developed *Mega Mail*, *The Smartphone Tip Sheet* and other resources for team/department.
- Developed *Fit in February*, department-wide fitness and health program, 2010.

**Communications Experience:**

**Musselman Triathlon** Geneva, New York

**Fly By Night Duathlon** Watkins Glen, New York

**Oregon Trout City of Portland Triathlon** Portland, Oregon

**The Seneca7** Geneva, New York

Coordinator, Public Relations & Media: December 2003 – Present. Responsible for publicity for annual events drawing 3,500+ athletes from more than thirty-five states and provinces.

- Develop successful strategies for public and media relations.
- Advise core committee on communications and public/community relations issues.
- Develop and maintain a media contacts database incorporating targeted media outlets.
- Develop and distribute press releases and media kits preceding the event.
- Pitch stories to media, including human interest stories likely to generate press coverage.
- Coordinate press conference for ITU Pan-American Cup race.
- Record or appear live with television stations and radio stations for event coverage.
- Establish and direct social media efforts, including 1,000+-member Facebook group, Facebook fan page, Twitter account, Instagram account, and others.
- Main point of contact for media and social media; 'always on' social media during event.
- Cover story appeared in the *Finger Lakes Times*, July 2009; articles appeared in the *Finger Lakes Times*, July 2012, July 2013; *Finger Lakes Woman* magazine, July 2013, April 2014.
- Publications of Note: *Triathlete Magazine*, *Inside Tri Magazine*; *Bicycling Magazine*; *Runner's World Magazine*, *Sports Illustrated* (website); *The Oregonian*.
- Asked to write a media guide for triathlon directors nationwide by USA Triathlon; participated in presentation at USAT Race Director Symposium, Colorado Springs, 2009.

**Program Development  
& Managerial  
Experience:**

**Glove House** Ithaca & Elmira, New York

Assistant Program Manager/RC2: July 2005 – January 2006. Assistant manager of a ten-bed co-ed juvenile residential group home.

- Responsible for operations of facility, including supervision of employees and residents.
- Responsible for scheduling for house staff to ensure smooth operations twenty-four hours/day, seven days a week.
- Assisted with budgeting, including planning, requisitions, and reporting.
- Developed service learning projects and community service programs, in part by building alliances with community agencies and programs.
- Developed several official documents, including a group note and resident action plans, now in service on houses throughout the company.

**Hillside Children's Center** Varick, New York

Assistant Supervisor: December 2004 – June 2005. Assistant supervisor of an eight-bed male juvenile specialized residential treatment unit.

- Supervised a staff of ten direct-care and recreation workers; direct supervisor to five.
- Worked with a treatment team consisting of unit supervisors, therapists, and case managers.
- Responsible for staff development, in part through thorough weekly supervisions and the development of staff training materials.
- Regularly 'on-grounds supervisor', charged with operation of the campus (ten or more units).
- Developed an array of official documents used by some or all units in the transition.
- Member, Campuswide Rules & Expectations Committee; co-author of '*Campuswide Expectations*' document adopted by all centers across campus.

**KidsPeace National Centers for Children** Romulus, New York

Senior Childcare Counselor: April 2002 – December 2004. Senior direct-care staff on a sixteen-bed male juvenile specialized advanced-programming residential treatment unit.

- Responsible for all aspects of residential programming, from milieu management to crisis intervention, individual counseling, multidisciplinary team meetings, and more.
- Developed *Client Accountability Packets*, or CAPs, a system of consequencing which became standard centerwide as well as throughout the education department.
- Responsible for the planning and development of psychoeducational groups on a newly-opened advanced programming unit.
- Developed *Wilderness Living*, a twenty-four unit independent living skills program featuring guest presenters, community experiences, and client-directed sessions.
- Developed *Community Integration*, a series in which clients nearing discharge learn to generate their own aftercare resources, greatly improving their chances of success in the community.
- Created a 'virtual series' utilizing the Mobile Laptop Lab; focus: job search, safe social networking, and internet research.
- Developed *Express Yourself!*, a group featuring guest presenters drawing on their own life experiences speaking on topics related to emotions.
- Co-developed *Freedom of Expression!*, a part of *Express Yourself!*, featuring components in activism and politics that included guest presenters and community activities.
- Facilitated numerous community-based experiences, recreation trips, and more.
- Transported clients to court appearances; required to testify in several court hearings.
- Named *Employee of the Month* for the months of April '03 and February '04.
- Selected as *Staff of the Week* on numerous occasions.

**References:**

Available upon request.

**Writing Samples,  
& Portfolio:**

View my portfolio online: [www.CDHenderson.me](http://www.CDHenderson.me)

