



JANE MURRAY

RESUME

EDUCATION

Graduated 1985 University of South Carolina, Columbia, South Carolina, with a B.A. in English and a minor degree in Southern Studies. Attended Sweet Briar College, Sweet Briar, Virginia 1981-83.

SUMMARY

My career and community work have provided me with a wide range of experiences on many different levels in a variety of fields, including nonprofit and business management, fund development, marketing, public speaking, leadership, graphic design, writing, volunteer management, marketing communications, special events planning, strategic planning, brand development, personnel management, budgeting, media relations, advertising, and grant administration.

EMPLOYMENT HISTORY

CAROLINA CREATIVE SERVICES, INC. **President - November 2000-present**

Clients include a variety of nonprofits and businesses including travel attractions, real estate development companies, restaurants, retail, accommodations, attorneys, architects, arts organizations, and retirement communities, among others. I provide my clients with strategy, creative, and production for marketing communications, employee communications, signs and wayfinding, food and wine packaging, public relations, magazine, newspaper, and outdoor advertising, broadcast, cookbooks, travel books and guides, logos, web sites, photography, print collateral, newsletters, and direct mail.

THE BILTMORE COMPANY **Creative Services Manager - June 1993-November 2000**

Managed and developed Biltmore Estate's six-person, in-house advertising and corporate communications department. Responsible for the strategic implementation of newspaper and magazine advertising, photography, web site and e-marketing, food & wine packaging, on-site guest communications, wayfinding, sales materials, collateral, guide and cook books, direct mail, and employee and passholder communications for Biltmore Estate, Inn on Biltmore Estate, Biltmore Estate For Your Home, and Biltmore Estate Wine Company. Prior to being promoted to this position at Biltmore, I served the company as Marketing Communications Manager, Special Events Coordinator, and Public Relations Coordinator.

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EMPLOYMENT HISTORY, continued

1991-1993

CHILDREN'S TRUST FUND OF SC Program & Public Relations Director

CTF is a statewide nonprofit based in Columbia, South Carolina, which provides funding through a grant process to private, nonprofit child abuse and neglect programs. CTF receives its funding several ways: corporate gifts, a check-off on income tax returns, and a federal grant. It was my responsibility to manage the grant process and public relations efforts. I researched and wrote the federal grant and attended the national conference in Washington, where I was a panel speaker (on the topic of our media campaign). I managed the disbursement of funds as well, reading grants, conducting site visits, and making recommendations to the board (appointed by the Governor). I supervised a staff of one, and managed a training program and statewide resource center for executive directors. It was also my responsibility to create and carry out a statewide media campaign to encourage the public to "check-off for children" on state income tax returns. I also educated tax preparers and attorneys on the check-off option. With a volunteer editorial board, I created newsletters and other publications to increase awareness of our mission.

1988-1991

COLUMBIA ACTION COUNCIL Public Relations Director/Assistant Director

The CAC, an arm of the Columbia, South Carolina Chamber of Commerce, develops and executes all of the capital city's large public events, including Mayfest, Autumnfest, the Veteran's Day Parade, and many more. It was my job to make sure the public showed up; our customary attendance for Mayfest was 250,000. I pitched the media, conducted and arranged for interviews, participated in presentations to City Council, arranged news conferences, wrote speeches for the Mayor, created media kits and updated the media database, served as media spokesperson, oversaw design of collateral (brochures, posters, newsletters, schedules of events, signs, billboards) and volunteer communications, wrote all copy, created and distributed broadcast psas, promoted and attended the many volunteer committee meetings and social functions, and photographed and video taped all events. I was responsible for making sure that signs, banners, and other logo items paid for by sponsors were reproduced to spec. I was also responsible for matching market appropriate radio stations with corporate stage and entertainment sponsors. In addition, I created corporate sales packages and sponsorship opportunities.

1986-1988

HISTORIC COLUMBIA FOUNDATION Special Events Coordinator

Historic Columbia Foundation operates five house museums in downtown Columbia, South Carolina. It was my responsibility to coordinate event planning, contracts and payments for rentals of these historic properties to private parties. In addition, I managed the membership mailing list/database, wrote news releases, and coordinated brochure and membership newsletter production.



CAROLINA CREATIVE SERVICES

SAMPLE CLIENT LISTING	Hurt Architects
Asheville BRAVO Concerts	Key Commercial Real Estate Group
Biltmore Estate	Lake Logan Episcopal Center
Black Mountain Bakery	Leadership Asheville
Black Mountain Chamber of Commerce	Magellan Strategy Group
Black Mountain Pastoral Counseling	St. Joseph's / Candler Health System
Center for Diversity Education	Stone & Christy, P.A.
City of Roswell, Georgia	Swannanoa Valley Museum
College Walk Retirement Community	The Health Adventure
Creston Mountain Homesites	Town of Lake Lure
Ewing McConnaughy Construction	Town Hardware

HONORS / DISTINCTIONS

LEADERSHIP ASHEVILLE GRADUATE 2008

ADDY WINNER 1991-2000

Various Addys for writing and art direction over the course of my career from Greenville and Columbia Ad Clubs, including several Golds, Silvers, and Bronzes

LEADERSHIP COLUMBIA GRADUATE 1990

OUTSTANDING YOUNG WOMAN OF THE YEAR 1986

KIWANIS SCHOLARSHIP FOR SOUTHERN STUDIES 1985

VOLUNTEER WORK

JUNIOR LEAGUE OF ASHEVILLE - President, 2007-2008, President-Elect 2006-2007; Vice-president Communications Council, Board member, Executive Committee, Public Relations chair, Publications chair, Access Adventure chair, W.C. Reid Community Center Cultural Arts committee; Advisory Planning committee

THE HEALTH ADVENTURE - Past Board member, Public Relations chair

ST. JAMES EPISCOPAL CHURCH - Nursery, Communications, Rector search team

CHILDREN FIRST - Childcare Provider of the Year awards committee

VARIOUS OTHER BOARDS/COMMITTEES: Kids Voting, Lake Logan Episcopal Center PR committee; Black Mountain Elementary School Buy a Book campaign committee, Public Relations Association of Western NC board, Bele Chere, YWCA of the Midlands board, Autumnfest, American Cancer Society First Lady Fashion Show, Central Carolina Community Foundation grant reader, United Way of the Midlands Needs Assessment committee, Palmetto Aids Life Support Services volunteer, South Carolina Governors Day for Children task force, YWCA of the Midlands Women's History Month committee, Columbia Urban League Kid's College volunteer

CORPORATE SPONSORSHIPS (2008)

Kids Voting, Junior League of Asheville, The Learning Community School, Irene Wortham Center, Black Mountain Primary School

