

Chez Ordonez

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Accomplished Journalist and Communications Executive

SUMMARY OF QUALIFICATIONS

Offering more than 8 years of marketing and communications experience in conjunction with journalism and in-depth community relations. Highly successful in designing and implementing creative campaigns, utilizing strategic partnerships, securing the proper exposure and corporate image. Strong corporate branding knowledge, event management, finesse execution of media events, press conferences, and local/national interviews. Established outstanding and strong relationships in all levels with journalists, editors, producers, community leaders, politicians, and key stake holders. Hands on experience in live radio, tv, and print.

AREAS OF EXPERTISE

Media Relations
Corporate Communications
Strategic Partnerships
Internal Communications
External Communications
Marketing Campaigns
Corporate and Business Branding

Press Releases
Sponsorships
E-Marketing
Speeches
Sales Profit and Training
Retail & Multi-Office Management
Political Campaigns

Crisis Communications
Media Training
Radio Broadcasting
Editorial Print /Newspaper
Social Media Management
Press Conferences
Political Field Programs

CAREER ACHIEVEMENTS

- Recognition from the WBA (Wisconsin Broadcasters Association) for involvement in excellent journalism and community outreach on issues facing local residents.
- Good Standing Member – The Milwaukee Press Club
- Induction to the Corporate Communications Executive Network (CCEN)
- Committee Member, Equality Wisconsin Endorsement Committee
- President Elect – Hispanic Entrepreneurs of Wisconsin

PROFESSIONAL EXPERIENCE

Wisconsin State Senate

2011-2012

Director, Communications and Media Relations

- Served as point person and liaison between media outlets in regards to general interviews, committee and session debriefs, district-wide media coverage.
- Prepped elected official(s) for caucus meetings, session, and town hall meetings.
- Issued daily and bi-daily updates in regards to issues of interest ranging from the media, constituents, and fellow officials.
- Served as main contact for constituent relations; apprised elected of the issue and then issued a resolution in a timely manner

- Developed a successful program of interns to assist in the handling of constituent relations, research, special events.
- Implemented a media and events calendar to ensure time was maximized and enough exposure for the elected was utilized.
- Serve as a consult for issues regarding the Latino community and LGBT community at-large.

1290 WMCS-AM – Milwaukee Radio Alliance, Milwaukee WI

2007-2010

On-Air Producer, Newscaster

- Experienced in broadcasting, journalism, and community relations; serve as a main point of contact for media outlets and interested parties.
- Consult with advertising agencies, clients, or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Produce and manage e-newsletters, reports, issue briefs, proposals and e-communications, company website, as well as news releases, press materials, and news events/conferences for internal and external audiences.
- Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all corporate brands as well as implement and manage social media programs.
- Manage press and media kits as well as general station public relations for all media contacts that include government officials, public relation directors, fellow journalists, etc.
- Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services.
- Gather and form daily news stories for radio personalities from a wide variety of sources that include news wires, blogs, print, leads, and word of mouth; then edit them for on-air delivery. (Audio clips, breaking news, general local, regional, national content.
- Debrief all executive personnel on any internal/external issues in regards to the company image, news, and company policies.

AT&T – Milwaukee, WI

2007-2007

Manager, Corporate Communications

- Serve as the media liaison and point of contact under the executive director to handle all communication pieces that involve the company either internally to employees or externally to media outlets and the general public.
- Oversee the development, design, production, and editorial direction of high-quality, effective print, electronic, web and video communications developed by the organization.
- Advocate & partner with policy team leaders to use media outlets such as tv, radio, print, electronic media, blogging, etc.
- Establishes and maintains a favorable company image internally and externally
- Identify and utilize optimal channels for communicating information to employees and also setting standards for content of communication materials, distribution, and timeliness.
- Create and or reaffirm corporate policies to the entire division that would include acceptable sales techniques, customer retention, chain of command, and other corporate standards.

-----**LANGUAGES**-----

ENGLISH

SPANISH

ITALIAN

-----**EDUCATION**-----

Alexander Hamilton
High School Diploma

Milwaukee Area Technical College
Communication and Broadcasting*