

## **SHM Communications Overview**

SHM Communications offers full-service marketing and outreach services to higher education institutions with a specialty in community colleges. Among the company's services are creating and producing comprehensive promotional brochures and other materials; producing internal and external newsletters (online and printed); revamping websites, writing web content, and providing technical web software assistance and training; planning marketing strategies, coordinating and implementing special events; and creating social media campaigns (Facebook, Twitter, and Instagram).

Owner Susan May has more than 20 years of experience in higher education marketing: she has been employed or provided services at Florida Atlantic University, Miami-Dade Community College, University of Miami, Chabot College, and Peralta Community College District, as well as all four colleges in the District - Berkeley City College, College of Alameda, Laney College, and Merritt College. Ms. May has a bachelor's degree in journalism from San Francisco State University.

# **Susan May**

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## ***Summary***

More than 15 years experience in all aspects of community outreach in higher education, including publications, media relations, branding, web content writing, Wordpress software, special events; developing revenue-generating community education programs; and directing career and technical education projects.

## ***Employment***

### **SHM Communications, Pleasanton, CA**

Owner, 1/13-present

Self-employed outreach consultant, specializing in enhancing the image of higher education institutions and programs, from creating publications and advertising campaigns to writing effective web site content and art-directing photo shoots for use in community outreach materials. Specialization in outreach of Career and Technical Education programs.

### **Peralta Community College District, Oakland, CA**

Program Director, Career & Technical Education, 1/12-1/13

Coordinated CTE Transitions Program to connect high school students with Peralta's four colleges to help them achieve academic and technical skills leading to successful careers. Highlights included working with the colleges to plan and implement grant-funded activities, meeting with faculty to create articulation agreements with high schools, managing the grant budget and reporting quarterly to the state, and marketing the CTE programs and activities, including creation of a District-wide CTE brochure and photo gallery of CTE students and their programs.

### **Chabot College, Hayward, CA**

Director of Community Education & Marketing, 7/99-6/11

#### **Community Education Director**

Created and directed a successful self-supporting community education program, developing curriculum and selecting instructors for nearly 100 courses in business and enrichment for adults and an academic career camp for teens. Produced award-winning catalog distributed to 150,000+ community members. Marketed the program and individual classes through traditional and social media, as well as special events. Developed and maintained relationships with community members and industry partners.

#### **Marketing Director**

Developed and implemented college-wide marketing strategies to increase public awareness and enhance the college's image. Planned marketing strategies, created college-wide and departmental publications, worked with media to produce positive stories about the college, and developed advertising campaigns, from print ads to billboards. Coordinated special events.

**University of Miami, Coral Gables, Florida**

Editorial Director/Editor of Miami Magazine, 7/94-1/98

Edited more than 200 publications and writing assignments annually, including newsletters, brochures, viewbooks, and other university-wide and departmental materials. Edited and produced UM's award-winning alumni magazine, researching articles, hiring freelance writers and photographers, supervising design staff, working with printer.

***Education***

**San Francisco State University, San Francisco, CA**

Bachelor of Arts, Journalism (summa cum laude)

**Learning Resources Network (LERN)**

Certificate, Certified Program Planner

**University of California, Irvine Extension Program**

Certificate, Social Media Strategies

***Professional Associations***

Association of Community and Continuing Education (ACCE)

(Served on Board of Directors - 2008-2011)

California College Public Relations Organization (CCPRO)

National Council for Marketing & Public Relations (NCMPR)

Council for Advancement and Support of Education (CASE)

***Awards & Honors***

2009 – Voted Best Community Educator by state organization, ACCE

2007 – Received Chancellor's Award from the Chabot-Las Positas CCD Board

1999-2011 – Received more than 25 awards for marketing materials from CCPRO and NCMPR, including first-place awards for best brochure, newsletter, catalog, class schedule, and advertising campaign.

***References & Portfolio***

Available upon request.