

# Pamela Bonnie Willenz

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## Summary

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Excellent social media, technology and project management skills and proven track record of bringing an organization/company/client to the forefront of their audience's attention. Proficient at using social media marketing and client management expertise to drive measurable and significant increase in visibility and market penetration. Has excellent communication experience along with key digital technical skills to help tie messages/brand to current platforms.

## Areas of Expertise

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- **Social Media Marketing**
- **Web Development/Design**
- **HTML/CSS/JQuery/PHP**
- **Client Relations Management**
- **Social Media Management**
- **WordPress**
- **Digital Media**
- **Adobe Photoshop, Premiere**
- **Adobe Dreamweaver**
- **MS Word, PowerPoint, Excel**
- **Media Relations**
- **Project Management**
- **Health Research**
- **Marketing Strategy**
- **Public Relations**

## Experience

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### **PosiTek.net, LLC Tysons Corner VA and Worldwide**

Director, Digital Media (June 2011-present)

As Director, I manage all aspects of the company's digital content and marketing campaigns including social media, membership management and survey/polling. I also project manage, design and build client websites and provide ongoing social media marketing and website maintenance. I appear in video podcasts, provide scripting, staging and video editing services, and build strategies for marketing and market penetration. My accomplishments include:

- Five-fold increase in video podcast viewership/doubling the number of countries penetrated
- Increased YouTube average view duration to exceed average video length/increased monthly average views by 400%
- Increased Vimeo channel average monthly plays by 300%
- Increased Facebook average weekly reach by 250%/doubling number of Twitter followers
- Grew LinkedIn 1<sup>st</sup> level connections by 45% and total connections by 100%

### **Examiner.com, National Online Newspaper**

Arlington Cycling Blog (December 2010-present)

As a freelance writer, I craft articles on cycling, health and other sports targeting Arlington, VA community. I use social media analytics to maximize readership.

### **American Psychological Association, Washington D.C.**

*Public Affairs Manager (1999-2010), Public Affairs Associate (1991-1998),  
Public Affairs Assistant (1989-1990), Senior Abstractor/Indexer/Editor (1986-1988)*

As manager of the Public Affairs Office for the world's largest association of psychologists, I supervised staff, consultants and vendors and managed the publicity efforts for the association's research journals (59 journals) and the annual convention (12,000 attendees and more than 100 press and social media representatives).

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(continue **American Psychological Association** experience)

- Proactively crafted media messages in response to current news events and pitched stories to media outlets, blogs
- Developed technology solutions in response to shrinking budgets and rising demand
- Promoted association-published books, scholarly journals and legislative testimony
- Wrote news releases, podcasts, blogs, brochures, in-house and trade magazine articles
- Coordinated with outside vendors to produce podcasts and radio news releases
- Coached staff and members for interviews
- Presented on various topics for training and education of staff and members
- Managed experts database
- Managed staff and teams of up to 20 people

My accomplishments include:

- High success rate for placements of experts in major media outlets, websites and blogs
- Extensive news and social media coverage of scientific research from journal releases, conference presentations and features of experts
- Created and implemented database of experts for media access – built from 30 to 3,000
- Developed electronic access to research for press operation at annual convention – decreased staff (8 to 3) and moved operation to main location saving thousands of expense dollars
- Developed new design and content for online news room
- Developed content for the association's online response to 9/11 terrorism events and their relationship to stress management, (<http://helping.apa.org/daily/anthrax.html>), recognized by Forbes Magazine as one of the top 10 best websites

## Contract/Consulting Work (1998-2007)

Provided writing, researching, reporting and editing support for companies. Served as Project Manager on a variety of communication initiatives, including:

- Wrote summary statements, reports and edited grant applications for various government agencies, including National Institute of Health (NIH), Institute of Educational Sciences (IES) and National Vaccine Advisory Committee (NVAC) – **Constella Health Group** (June 2004 to 2007)
- Researched and wrote summaries for two book chapters (Infectious Diseases and Psychiatric Co-Morbidity) on treatment improvement protocols (TIP) for methadone maintenance patients for a NIH contract for a scientific consulting firm - **Johnson, Bassin and Shaw** (2001-2002)
- Wrote and edited a news release and the promotional copy for a training book published by **PriceWaterhouseCoopers and the Society for Training and Development: Building High Performance: Tools and Techniques for Training and Learning** (1998)

## Education

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- Masters Certificate in Digital Media (2013), American University, Washington, D.C.
- Bachelor of Arts in Psychology (1984), Johnson State College, Johnson, VT
- Exchange Student (1983), School for International Training, Oxford, U.K.
- University of Vermont (1981-1982), Burlington, VT

## Affiliation and Memberships

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- Member, National Association of Medical Communicators
- Member, Tysons Regional Chamber of Commerce