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# HONORA GATHINGS

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## ABOUT HONORA

Senior level communications manager helping businesses share their stories and make a lasting impact on their communities

## PROFESSIONAL EXPERIENCE

DIRECTOR OF COMMUNICATIONS, INDEPENDENT PRESBYTERIAN CHURCH;  
BIRMINGHAM, AL - APRIL 2016- PRESENT

- ❖ Serving as the first Director of Communications for the church, the IPC Foundation and outreach ministries
- ❖ Initiated and led church-wide branding, which generated new logo and new media/marketing collateral
- ❖ Created marketing and communication plans to ensure consistent messaging within the church, the foundation, outreach ministries, events and mass communications
- ❖ Redesigned and created content for the weekly electronic newsletter and Foundation's annual report
- ❖ Created new website and new quarterly publication with a focus on story telling
- ❖ Write communications, including statements, for senior pastor and church leadership
- ❖ Handle internal and external publicity, graphic design, messaging, and content for web and newsletters
- ❖ Maintain department budget
- ❖ Assist with the rollout of the annual stewardship campaign
- ❖ Work with three ministry teams and large group of volunteers
- ❖ Currently working on a new website for the Foundation, a new membership directory and church management software system
- ❖ Implemented strategic and crisis communication plans

ANCHOR, ABC 33/40; BIRMINGHAM, AL – AUGUST 2008- MARCH 2016

- ❖ Anchored the hour-long midday show and relaunched a consumer franchise
- ❖ Responsible for content on-air, on the web and social media, managed branding, and organized community events with local nonprofits
- ❖ Liaison between the station and Toys for Tots for the annual toy drive
- ❖ Served as the weekend executive producer and managing editor overseeing staff and content
- ❖ Received numerous awards including an Edward R. Murrow Award and an EMMY nomination

REPORTER, WSBT; SOUTH BEND, IN – APRIL 2006- AUGUST 2008

- ❖ Generated content for newscasts, website, newspaper and radio show
- ❖ Reported in live broadcasts
- ❖ Participated in community events representing WSBT

DESK AND PRODUCER'S ASSISTANT, ABC NEWS; NEW YORK, NY, – JANUARY 2003- AUGUST 2004

- ❖ Worked with Good Morning America executive producer and anchors to generate content and research for daily show
- ❖ Assisted producers during Good Morning America and World News This Morning
- ❖ Helped write scripts for Good Morning America news cut-ins

## VOLUNTEER EXPERIENCE

DIRECTOR OF EXTERNAL COMMUNICATIONS, JUNIOR LEAGUE OF BIRMINGHAM;  
BIRMINGHAM, AL - JUNE 2019- PRESENT

- ❖ Handle all external communications and marketing
- ❖ Oversee group of volunteers responsible for social media, annual report, major fundraiser publicity, graphic design, photography and website
- ❖ Write news releases
- ❖ Prepare volunteers and members for media interviews
- ❖ Serve as spokesperson
- ❖ Help lead media training

GIRL SCOUT LEADER AND SERVICE UNIT RECRUITER, GIRL SCOUTS OF NORTH-CENTRAL  
ALABAMA; BIRMINGHAM, AL - AUGUST 2017- PRESENT

- ❖ Organize meetings, community outings, and camping weekends for two troops
- ❖ Manage finances for the troops
- ❖ Handle external publicity for our service unit, plan Girl Scout and volunteer recruitment events, and train new leaders
- ❖ Serve as a delegate at our council's annual meeting

## EDUCATION

BOSTON UNIVERSITY, BOSTON, MA - MS IN BROADCAST JOURNALISM, 2006  
FLORIDA STATE UNIVERSITY, TALLAHASSEE, FL - BA IN MASS MEDIA STUDIES, 2003

## SKILLS

Internal and external communications, branding, traditional and digital marketing, website design and management, event planning, public speaking, crisis communications, writing, photography, videography, budgeting, supervising staff and volunteers, recruitment SOFTWARE: Photoshop, InDesign, Publisher, Linear/non-linear editing, QuickBooks

## REFERENCES

Available upon request.