

## **Paul Swider**

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### **Career Summary:**

A skilled communicator with experience crafting message for marketing, public relations and government relations. Ability to leverage technology skills, interpersonal relationships, cross-cultural collaboration, project management talents, and international experience, to add value, enhance the business environment, and accelerate growth opportunities for a corporation.

### **Key Accomplishments:**

- Developed a citizen journalism Web site for a major-market newspaper
- Coordinated electronic communications for political campaign: Web content, advertising graphics, email newsletter, policy analysis and editing
- Created and managed an online network of more than 30 affiliate sponsors, developed and managed global network of more than 100 consultants
- Produced financial Web site, marketing materials for mortgage broker
- Represented international companies to multilaterals (World Bank, UN, International Finance Corp., etc.), U.S. government agencies (Pentagon, State, USAID, White House, Energy, etc.), foreign governments and NGOs, as well as investors and the technology community
- Produced and refined business and marketing strategies for e-commerce/hi-tech companies doing business in Africa, Asia, Eastern Europe and Latin America
- Implemented wireless Internet communications systems using photovoltaics in remote regions of Africa and Asia; managed and marketed e-commerce project
- Created online marketing program for publicity firm doubling lead generation

### **Education:**

- B. S. in Communications, University of Illinois at Urbana-Champaign, May 1992.
- Graduate of Leadership St. Petersburg, 2005

### **Clients/Work History:**

#### **Cortez Consultants, Tampa FL**

Jan09-present

Editing Africa Defence Forum, magazine about African security issues, for U.S. Africa Command.

#### **Voda LLC, St. Petersburg, FL**

June-Dec08

PR/marcom consulting for tech startup in wireless, sensor networks and marine applications.

#### **St. Petersburg Times, St. Petersburg, FL**

March05-May08

Business journalist and creator/moderator of citizen journalism Web site, [itsyourtimes.com](http://itsyourtimes.com).

#### **Kforce, Tampa, FL**

Oct04-Feb05 (consulting)

Prepared case studies on successful client interactions as a marketing tool.

**Sarasota County government**, Sarasota, FL

Mar-Oct04 (outside professional services)

Developed approach to publishing magazine-style quarterly describing capital projects. Worked on emergency communications during hurricanes and coordinated research for re-evaluating emergency procedures. Developed project-management communications protocol.

**EMSI**, Clearwater, FL

Nov03-Feb04 (consulting)

Developed online marketing system and participated in Web site redesign. Developed online repository of story pitches to market clients to media as experts.

**Republic Trust & Mortgage**, Largo, FL

June03-Aug03 (consulting)

Produced content and design for a financial Web site used to drive leads for a mortgage broker. Also designed marketing materials. Developed online video training system.

**Frank Sanchez for Mayor**, Tampa, FL

Nov02-April03 (consulting)

Coordinated electronic communications for political campaign. Created electronic newsletter and analyzed response data to tailor message and grow audience. Refined Web content and prepared copy and graphics for display advertising. Wrote and edited policy papers.

**Greenstar**, Washington, DC/Los Angeles

Nov99-Sept02 (consulting)

Represented high-tech company to Washington community. Created affiliate marketing program. Organized and managed an international network of more than 100 consultants. Created business entity in Ghana. Responsible for siting work in Africa, Eastern Europe and Asia.

**PRIDE Africa**, Washington, DC and Nairobi, Kenya

Feb-Oct99 (consulting)

Managed Africa-based development of e-commerce finance project and marketed to U.S. partners. Re-designed Web site and created new content. Prepared grant proposals and interfaced with grantors.

**Private investment banker**, Washington, DC and Dallas, TX

Aug98-Jan99 (consulting)

Consulted for investment banker on investment scenarios for Africa and Asia and presented them to international audiences in Washington, D.C.

**PEOPLink.org**, Washington, DC

May-Aug98 (consulting)

Developed marketing and e-commerce strategy and created public outreach campaign.

**U.S. Peace Corps**, Bulgaria

June95-July97

Worked with a chamber of commerce on ecotourism and cultural tourism marketing projects. Created a Web site for the chamber in 1995. Worked with a municipality to create a marketing engine for agricultural products. Taught high school economics.

**The News Herald**, Panama City, FL

Oct97-May98

Journalism covering county and city government, environmental issues and investigations.

Earlier journalism work at the Tampa Tribune and SunCoast Media in Port Charlotte FL.