

# SARAH C. LALIBERTE

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## SUMMARY

As a resourceful and energetic leader adept at implementing high-profile, image-based public relations, corporate communications and marketing programs, I am an expert at creating integrated strategies to develop new/existing customer sales, brand/product evolution, and media endorsement. In addition to holding a BS in public relations and an MBA, my professional experience over the last 12+ years highlights my proven abilities in effective time, project, budget and staff management.

## SKILLS

- |                                |                                |                                    |
|--------------------------------|--------------------------------|------------------------------------|
| ▶ Public Relations             | ▶ Strategic Communications     | ▶ Campaign Management              |
| ▶ Corporate Communications     | ▶ Crisis Communications        | ▶ Marketing Writing/Editing        |
| ▶ Product Marketing Management | ▶ Competitive Analysis         | ▶ Tradeshow Management             |
| ▶ Brand Management             | ▶ Market Research              | ▶ Messaging Development/Management |
| ▶ New Product Development      | ▶ Contract/Vendor Negotiations | ▶ Public Spokesperson              |

## EXPERIENCE

### Director, Public Relations & Corporate Communications 2008

**Segway Inc., Bedford, NH** ~ *Most famous for its two-wheeled self-balancing Segway PT, Segway is the leader in green personal transportation solutions for police, commercial security customers and consumers*

- Public relations advisor and media strategist for Segway (corporate) as well as Segway's global network of 250+ dealers and distributors in more than 60 countries
- Managed worldwide professional network of four consumer and commercial PR/marketing agencies plus internal staff totaling 12 people with budget responsibility for nearly \$1M
- Reporting to the VP of Global Communications, developed an integrated communications approach to increase product awareness and brand image
- Served as the primary unified "voice of the company" in many roles including media spokesperson, blog writer/editor, proactive commentator on third-party sites (including blogs, articles, etc.), and conversation starter on social networking and Web 2.0 sites such as Twitter, Facebook, and Segway Social
- Responded to 100+ inbound media inquiries a week, spanning the full spectrum of media from major motion picture product placements to educational television show content to inquiries about police and security for international, national, and local newspapers and magazines
- Confirmed over 550 domestic media articles in Q3 2008 (not including broadcast) with 90% positive and/or educational in tone
- Secured targeted key media endorsement and event management/coordination directly connected to the company's green transportation mission, including the highly successful inaugural "Bicycle for a Day" event in NYC
- Directed and implemented proactive media, speaking engagement, and awards programs
- Developed and delivered messaging for crisis communications and legal PR in conjunction with in-house legal counsel (including lawsuits, recalls, brand disparagement and misrepresentation of trade dress)
- Provided regulatory marketing support for domestic and international affairs and coordinated multiple university projects
- Directed, wrote, proofed and/or coordinated all press releases (~3/quarter), case studies (~10/quarter), bylines/contributed articles, blog posts, and other corporate communication

### Public Relations Manager 2001 – 2008

**Aware, Inc., Bedford, MA** ~ *Designs, develops, licenses and markets broadband technology and biometric/compression software products*

- Established an in-house public relations department/program, including securing vendor services and negotiating contracts (prior to my arrival this was managed by an outside agency) resulting in an annual savings of more than 40% of the corresponding budget
- Ongoing responsibility for Aware's strategic communications including all public relations (PR), media relations, corporate communications, investor relations (IR), and customer relations

- Conduct needs analysis for yearly programs then develop, direct and implement policies and procedures for corporate marketing and PR strategies and tactics for the company, including managing all media relations, press releases/announcements (25/year), editorial placement, contributed articles (4/year), white papers (10+), and speaking opportunities/engagements, as well as related vendor services
- Responsible for interim marcom activities including event/trade show coordination (12+/year), website coordination and updates, collateral creation and editing, and management of all vendors and programs when open positions existed in the marketing department

**Senior Account Manager, Public Relations** **1998 – 2001**

**Rainier Corporation, Princeton, MA** ~ *International PR agency and full-service provider of strategic and tactical marketing services for emerging technologies*

- Overall responsibility for multiple high-tech global clients including marketing, branding and public relations programs
- Managed internal team of four associates plus external contracted support and effectively delegated workload for multiple client projects for quality on-time, on-budget completion
- Track deadlines and managed \$500K/year total budget for both project and monthly activities on clients' behalf
- Two promotions: Associate Account Manager to Account Manager (6/98) then to Senior Account Manager (4/01), plus nomination for PRSA's "Young PR Professional of the Year" in 2000

**Junior Associate, Public Relations** **1997 – 1998**

**PAN Communications, Andover, MA** ~ *A full-service public relations firm specializing in technology, trade shows, business-to-business, and commercial/retail portfolios nationwide*

- Successfully developed support materials such as media lists and briefing books, drafted press releases, provided quality editing, and promoted media and analyst relations for high-tech, trade show, and business-to-business clients specializing in publishing software, data warehouse/campaign management, network security, and real estate

**EDUCATION**

**Degrees**

|  |                   |
|--|-------------------|
| <b>University of Massachusetts, Lowell, College of Management, Graduate School</b> | <b>Lowell, MA</b> |
| <i>MBA (Master's in Business Administration)</i>                                   | 3.9 GPA           |
| Marketing Concentration  | 2003 – 2006       |

|   |                      |
|---|----------------------|
| <b>Syracuse University, Newhouse School of Public Communications</b>  | <b>Syracuse, NY</b>  |
| <i>Bachelor's Degree</i>  | * Cum Laude 3.59 GPA |
| <u>Major:</u> Public Relations <u>Minor:</u> Political Science        | 1994 – 1997          |
| Studied abroad in London, Fall 1995                                   |                      |
| * Completed typical 4-year program graduation requirements in 3 years |                      |

**Continuing Education**

|  |                   |
|--|-------------------|
| <b>Emerson College, Division of Continuing Education</b>   | <b>Boston, MA</b> |
| Course work toward Master's Degree in Integrated Marketing Communications  | 3.8 GPA           |
| <ul style="list-style-type: none"> <li>• Marketing Management &amp; Integrated Marketing Communications</li> </ul> | 2002 – 2003       |

|   |                   |
|---|-------------------|
| <b>New Horizons Computer Learning Centers</b>                                 | <b>Woburn, MA</b> |
| <ul style="list-style-type: none"> <li>• FrontPage 2002 &amp; HTML</li> </ul> | 2003              |

References Available Upon Request

Social Media Resume: [www.sarahlaliberte.com](http://www.sarahlaliberte.com)