

Bruce R. Mulkey

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O B J E C T I V E

To support organizations in crafting spoken, printed or electronic messages that create the results they desire.

F U N C T I O N A L S U M M A R Y

I am an excellent writer very adept at organizing complex material and making it clear and comprehensible for the target audience. My innate ability to plan, organize, solve problems and communicate enables me to deliver projects on budget and on schedule. My commitment to teamwork, impeccability, integrity and accountability allows me to work interdependently with other team members to readily achieve our joint goals.

E M P L O Y M E N T

Mulkey Communications (mulkeycommunications.com) 1989–2007
Asheville, North Carolina and Austin, Texas

Principal. Consults with organizations to enhance internal and external communications. Creates an effective message that moves the organization's audience toward the desired response. Facilitates the development of strategic, public relations and marketing plans. Develops ancillary materials for science texts. 1999–2005

Sisters of Mercy Urgent Care, Inc.

Asheville, North Carolina

Director of Communications and Strategic Planning. Developed clear, congruent identity for not-for-profit healthcare organization and disseminated message that effectively expressed this identity to people and organizations in Western North Carolina. Facilitated development and implementation of the strategic plan, marketing plan and public relations plan. Created speeches, press releases, brochures, fact sheets, print ads, policy and procedure manuals, PowerPoint presentations, websites, e-newsletters and video scripts.

Asheville Citizen-Times 2000–2004

Asheville, North Carolina

Local editorial columnist. Wrote editorial columns on local and national issues.

Berkeley Four Seasons Vacations 1987–1989

Orlando, Florida

Vice President of Marketing and Public Relations. Directed marketing and public relations efforts for resort development and management firm. Established and implemented marketing and public relations plans; managed production of newsletters, marketing materials and promotional literature; and created and executed promotional programs.

Various Consulting Groups 1983–1987

Knoxville, Tennessee

Management Consultant. Worked with startup companies in the creation and execution of business plans. Researched and formulated franchise plan for energy conservation company. Published articles in trade and business publications.

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Bruce R. Mulkey, continued

SavEnergy, Inc.

1972–1983

Knoxville, Tennessee

President. Founded energy conservation firm and coordinated all phases of business including management, marketing, public relations, advertising and proposal writing. Recruited and led team of engineers, scientists, technicians, construction contractors, attorneys, lobbyists, public relations experts and financial specialists in developing state-of-the-art energy audits. Created proposals in response to RFPs for energy conservation measures from public housing authorities nationwide and the U.S. Department of Housing and Urban Development (HUD).

E D U C A T I O N

Middle Tennessee State University

1966–1967

Murfreesboro, Tennessee

Graduate study in English

University of the South

1964–1966

Sewanee, Tennessee

B.A. Psychology

University of Tennessee

1961–1964

Knoxville, Tennessee

Premed

P R O F E S S I O N A L D E V E L O P M E N T

Climate Project Training, Nashville, Tennessee, 2007

Guerilla Business School, Orlando, Florida, 2007

Institute of Cultural Affairs, Asheville, North Carolina & Nashville, Tennessee, 2004

Way of a Warrior, The Kairos Foundation, Dahlonega, Georgia, 1988–1998

Outward Bound, North Carolina Outward Bound School, Morganton, North Carolina, 1991

R E F E R E N C E S

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