

WRITER. STORYTELLER. PART-TIME ADVENTURER.

A SHORT PRESENTATION
[hello. my name is corrie.]



Although I'm a passport-carrying, Starbucks-loving citizen of the United States, I'm also a wanderer, an adventurer, and a Delta Frequent Flyer Member who now calls West Africa home.

Hailing from Boston and a true New Englander at heart, I've been known to occasionally "pahk the cah."

I'm part bookworm. Part history buff. All Gen-Xer with a love for things that tell a story. If you can't find me, just check the local museum, library, or flea market.

I write. I create. I shape and share stories. I'm a roll-up-your-sleeves-and-get-your-hands-dirty type with the heart of an artist, the dedication of an academic, and the grounded sense of justice that inspires me to help give a voice to the marginalized.

Greatest achievements? The three teenagers who call me "Mom" and would rather read books than play video games.

GET IN TOUCH

[I am on the internet, of course.]

Available for hire, freelance and project-based work.

DAKAR: (+221) 77.782.6360 | USA (+1) 586.822.7976

corrie.commisso@gmail.com | SKYPE: corrie.commisso
facebook.com/ccommisso | linkedin.com/in/ccommisso

Portfolio: www.ccommisso.com

Tostan | Dakar, Senegal | www.Tostan.org
Content Manager · Jan 2015 - May 2015
Director of Communications · May 2015 - May 2016

LEADERSHIP:

When I became Tostan's Communications Director in 2015, the existing team had been operating without any leadership or defined communications strategy for over a year. Team development and strategy became priority number one.

- Developed a comprehensive story-based communications strategy to serve Tostan's project and organizational priorities
- Addressed long-standing issues with communication from Tostan's field offices in six West African countries by conducting communications training for all field staff
- Doubled the size of the communications team and recruited innovative staff from around the world
- Worked with executive team to define key areas of thought leadership and developed/maintained a strategic editorial calendar based on key topics

COLLABORATION:

Development work doesn't happen in a vacuum – and neither does good communication.

- Re-established relationships with Tostan's Canada- and Sweden-based partner organizations to facilitate the development of common communications goals and activities
- Raised Tostan's visibility through strategic engagement with media
- Collaborated with Tostan's Philanthropy team to launch a Crowdrise fundraising campaign that raised over \$30,000 USD

INNOVATION:

When resources are limited, creativity is key.

- Sought out creative financing opportunities for communications projects in applying for grants and incorporating communications into existing project budgets
- Elevated the quality of Tostan's digital, video, and print collateral that led to increased social media reach, improved visibility, and numerous accolades and awards, including:

"Women of West Africa: Finding the Courage to Lead" — film was shortlisted and selected for exclusive screening at the international Women Deliver forum in Copenhagen, Denmark

*"Lifting Stones: Ending Child Marriage in Mali" — film received honorable mention in the *My Hero International Film Festival**

WORD NERD. BOOK JUNKIE. PART-TIME HISTORY BUFF.

BOOKSMARTS

University of Illinois | Urbana-Champaign, IL
Master of Library and Information Science (MLIS)

- Graduating May 2017 with a graduate certificate in archives/special collections
- Coursework in digital preservation, museum informatics, community archives, social justice and information
- Coursework in book history and medieval bookbinding at University of London Rare Books School (2015)

AFFILIATIONS

- American Library Association (ALA)
- Association of College & Research Libraries (ACRL)
- Rare Book & Manuscripts Section (RBMS)
- American Institute for Conservation of Historic and Artistic Works (AIC)

PUBLICATIONS

"The Literary Refugees of Timbuktu: How a Group of Unlikely Allies Thwarted Al Qaeda and Organized One of the Most Brazen Cultural Heritage Evacuations Ever Attempted." Preservation, Digital Technology & Culture 44.2 (2015): 69-77.

"The Bad-Ass Librarians of Timbuktu: And Their Race to Save the World's Most Precious Manuscripts." Preservation, Digital Technology & Culture 45.2 (2016): 98-100.

Evangel University | Springfield, MO
B.A., Communications (Journalism)
B.A., Spanish Language and Literature

PARLEZ-VOUS FRANÇAIS?
OUI. BIEN SÛR.

English (Native) · French (Conversational)
Wolof (Greetings) · Spanish (Rusty)

TECH-SAVVY



Adobe
Creative Suite



WordPress



MS Office



Lowecampbell Ewald | Detroit, MI | www.lowecampbellewald.com
Vice President, Copy Supervisor (New Business Development) · 2007 - 2010
Senior Writer (New Business Development) · 2004 - 2007

CREATIVE:

- Multidisciplinary creative director with expertise in the creation of visual and written communications in print, video, digital, and experiential media
- Developed new business presentations and proposals that won new clients at an unprecedented rate and helped transform the agency's reputation from traditional "car" agency to diversified creative powerhouse

LEADERSHIP:

- Assembled and managed creative teams of writers, art directors, videographers and producers; ensured team cohesion and engagement from creative concept to finished product
- Established and managed project budgets frequently in excess of \$250,000 USD; negotiated with vendors, consultants, and freelancers and pursued creative solutions for cost savings

SOCIAL MEDIA:

- Strategy, development, and monitoring of content on social media sites
- Mentoring and coaching of executive-level leadership in new trends and social media technologies

AREAS OF EXPERTISE:

- Government, non-profit, and health-focused organizations: includes work for U.S. Navy, the U.S. Census Bureau, The American Heart Association, The College for Creative Studies (Detroit, MI), the University of Michigan Health Care System, and Kaiser Permanente Health Systems
- Marketing to women: leading member of the agency's Women2Women Communications Group, a trends think tank and research collaborative designed to explore women's issues a deeper understanding of how brands can connect with women

DON'T JUST TAKE MY WORD FOR IT.

"I knew Corrie was a gem the moment I interviewed her to join the agency as a copywriter pitching new business. In a competitive and all-consuming environment at one of the largest agencies in the U.S., she carried a certain enviable professional calmness about her to which I gravitated immediately...I proposed to hire her on the spot. I am proud to say that Corrie turned out to be one of the best hires I ever made in my 25-year career in the ad industry."

Diane Kangas, Senior Vice President and Creative Director, Lowe Campbell-Ewald

"Corrie always delivers and will never let you down. Whether it is her creative ability in developing business-driving communications concepts, or her forward-thinking ability to contribute on a social communications level, Corrie is always one step ahead of consumers. She is innovative, creative, resourceful and can serve as a game-changer."

Candace Graham, Owner/Consultant, Epic Win Group

"Corrie has been amazing to work with. She's creative, driven, excellent in all that she does...but most importantly, she's a nice person! She makes working with her enjoyable."

Eric Cedo, Director of Audience Development, Crain's Detroit Business