

BRIAN W. BASSETT

8583 Harvest View Court, Ellicott City, MD 21043 / brian_bassett@hcpss.org / (410) 926-8011

Summary of Qualifications

Offering more than 15 years of communication and multimedia production experience for the Howard County Public School System; 11 years assisting companies across the nation with their public information strategies and training them on how to best handle the news media; extensive knowledge and experience in public speaking, on-camera, developing press releases, script and speech writing, and crisis management; hard worker, leader, multi-faceted communicator, and outstanding interpersonal skills; Gallup strengths: Futuristic - Maximizer - Positivity - Strategic - Significance

Areas of Expertise

- | | | | |
|-----------------------------|----------------------------|----------------------------|------------------------------|
| • Community Relations | • Marketing & Branding | • Professional Development | • <u>Key Software</u> |
| • Crisis Management | • Media Relations | • Public Speaking | • Adobe Premiere |
| • E-Marketing | • Multimedia Creation | • Script Writing | • Adobe Photoshop |
| • Event Coordination | • On-Demand Video Delivery | • Social Media | • Adobe Dreamweaver |
| • Graphic Design | • Photography | • Training & Seminars | • HTML & CSS Markup Language |
| • Lean Six Sigma Green Belt | • PowerPoint Creation | • Video Production | • Microsoft Word |
| • Live Video Webcasts | • Press Releases | • Website Development | • Microsoft PowerPoint |

Professional Experience

HOWARD COUNTY PUBLIC SCHOOL SYSTEM – Ellicott City, MD

2012-Present

Communications Specialist

Supervisor: Rebecca Amani-Dove, Former Director of Communications | Linda Wise, Deputy Superintendent

- Currently serve as system spokesperson and handle many interim Director responsibilities.
- Manage various high-profile communication initiatives including press conferences, staff and public relations campaigns, and event coordination.
- Moderate numerous live streaming and in-person interactive sessions that offer the community and system staff a chance to engage with system experts on a variety of issues.
- Lead professional learning sessions on a variety of communications and multimedia best practices in education.

COMMUNICATIONS & MEDIA RELATIONS CONSULTANT – Ellicott City, MD

2004-Present

- Crafted the Crisis Management Training program for The Communications Workshop, LLC and regularly teach to company CEOs and PIOs across the nation with expertise in community and media relations during a crisis or emergency situation.
- Created the *Emergency Response Information Service* (www.eris121.com) and manage the system for clients during situations where they must engage with the public through the news media.
- Assist clients with preparing for and delivering effective press conferences and news releases.
- Develop an effective online presence for clients and assist in their multimedia and social media strategies.

HOWARD COUNTY PUBLIC SCHOOL SYSTEM – Ellicott City, MD

2000-2012

Audio/Video Producer & Broadcast Facility Operator

Supervisor: Michael Dubbs, Television Services Manager

- Managed staff and served as Lead Producer on a variety of productions to create a variety of live and on-demand, award-winning television and online programs.
- Led the HCPSS TV web initiative on all aspects from concept development to launch and continue to administer all aspects of website management, improvement, and video delivery.
- Took a leading role on the HCPSS Television Services Strategic Plan and co-presented the plan to the Board of Education.
- Served as Broadcast Facility Operator, managing all aspects of television and online program delivery.

VIDEO PRODUCTION & WEB DEVELOPMENT – Ellicott City, MD

2002-2012

- Produced effective marketing, training, and promotional videos for a large contingent of clients across the nation including: Grand Canyon Airlines Safety Training Videos for their six terminals, Mike Patrick (ESPN) Sports Media Training, and Event coverage and promotion for the New Zealand Embassy in Washington DC
- Completed website production from design, to coding, and delivery including: College Scout Performance Academy (www.csperformanceacademy.com), Integrated Business Resource Solutions (www.ibrs-usa.com), Salute the Troops Golf Tournament (www.salutethetroopsgolf.com), and the Dion Johnson Foundation (www.dionjohnsonfoundation.com)

AIR VEGAS AIRLINES – Las Vegas, NV

1999-2000

Customer Service Representative

Supervisor: Carolyn S. Shaffer

- Managed a staff of front counter employees who were the first contact with customers upon their arrival for a Grand Canyon air tour.
- Handled any situations that arose from customers to ensure their air tour experience didn't suffer while at the same time considering the well-being of the company. Many of the customers were non-English speakers.
- Led a successful marketing strategy that focused on the design and development of printed material in all of the hotels on the Las Vegas strip.
- Researched, wrote, and edited a bi-weekly company newsletter.

UNITED STATES AIR TOUR ASSOCIATION (USATA) – Washington, DC

1996-1999

College Summer Paid Internship

Supervisor: Honorable James D. Santini, Former Member U.S. House of Representatives (Nevada)

- Worked as a communications specialist and took the lead on all aspects of production of video marketing materials for USATA members across the country.
- Assisted in the development of advocacy papers that were distributed to members of the United States Congress.
- Spent considerable amount of time on Capitol Hill in congressional committee sessions to obtain information and report findings to USATA members.
- Spent considerable time researching and preparing news releases and other communications focused on targeted publics including specialty news media (*aviation*), specific federal regulatory agencies (*Department of Transportation and Federal Aviation Administration*), and specific oversight full- and sub-committees of the U.S. Congress in the Senate and House.

Education

FROSTBURG STATE UNIVERSITY

Graduated: 1999

Bachelor of Science in Communications

Education Focus: Public Speaking

Education Focus: Video Production

- Four Times on Dean's List
- 3.50 GPA in Major

WILDE LAKE HIGH SCHOOL

Graduated: 1995

- 3.66 GPA
- 2-Sport Letterman
- Instrumental and Choral Music
- Dramatic Performances

References

Rebecca Amani-Dove, *Director of Communications*, Howard County Public School System | Supervisor
Rebecca_Amani-Dove@hcpss.org

Michael Dubbs, *Television Services Manager*, Howard County Public School System | Supervisor
Michael_Dubbs@hcpss.org

Julie Wray, *Digital Learning Design Coordinator*, Howard County Public School System | Coordinate Professional Development Sessions
Julie_Wray@hcpss.org