

# SHARON KEENE

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## CAREER OVERVIEW

- 2000 – present**     ***Adjunctive Professor of Business Communications***  
***College of Business and Economics, Department of Marketing and Finance,***  
***Boise State University, Boise***
- Teach two sections of sophomore-level course per semester
  - Received Associated Students of BSU *Golden Apple Award for Teaching Excellence*, 2009
- 2000 – present**     ***Administrator, Environmental Management and Information Division***  
***Idaho Department of Environmental Quality, Boise, Idaho***
- Oversee agency's information technology program, including management of annual budget of \$1.2 million, supervision of 12 staff, and development and implementation of agency's annual information technology plan
  - Oversee agency's outreach and education program, including management of annual budget of \$550,000, supervision of 8 staff, and development and implementation of agency's annual communications and marketing plan
  - Oversee agency's technical writing program, including management of annual budget of \$175,000 and supervision of 2 staff
  - Serve on Director's 12-member senior management team
- 1995 – 2000**     ***Public Relations, Customer Service & Municipal Contracts Manager***  
***BFI Waste Systems, Inc., Idaho Marketplace, Boise, Idaho***
- Developed and coordinated implementation of annual public information plans including news releases, press conferences, advertising, publications, advertisements, Web page development, and monthly employee newsletter
  - Advised management and served as spokesperson and liaison with local and state media, trade publications, government officials and staff, and business and community leaders.
  - Developed and oversaw annual \$350,000 communications budget
  - Monitored and enforced compliance with municipal contract obligations and developed, proposed, and negotiated modifications to municipal contracts and local ordinances
  - Managed daily operations of Customer Service Center including coordinating actions among departments to comply with service requests and resolve customer complaints, supervising 10 Customer Service staff and analyzing and compiling customer service/satisfaction data
  - Received Front-Line Leadership Award, 1996; Top Performer Award, 1999
- 1993 – 1994**     ***Marketing Coordinator***  
***Department of Public Works, Boise, Idaho***
- Developed, wrote and coordinated dissemination of public information materials relating to on-going and seasonal recycling programs, including news releases, press conferences, op-ed pieces, and customer brochures
  - Advised director on media strategy and served as liaison with media on residential and commercial recycling programs; initiated and wrote news releases, cultivated media contacts and responded to media inquiries
  - Developed, planned, coordinated publicity and implementation, and compiled data on apartment recycling pilot project which served as model for citywide program
  - As loaned executive to Boise City Parks & Recreation Department, developed and coordinated implementation of agency's first marketing plan to increase public awareness of parks and recreational services and activities
  - Named Public Works Department Employee of the Month, January 1994

- 1991 – 1992**      **Owner & Manager**  
**WordPower, Washington, D.C.**
- Established and operated marketing/public relations business generating annual revenue of \$185,000
  - Developed and produced newsletters and promotions for businesses, realtors, and local political candidates
- 1979 – 1991**      **Press Secretary**  
**U.S. House of Representatives, Washington, D. C.**
- Planned, implemented and maintained communications and marketing programs for two Members of Congress including:
    - Advised and served as liaison between Members and local media, national news bureaus and trade press, and responded to media inquiries
    - Wrote news releases, editorials, and speeches, advanced and conducted press conferences, and produced weekly radio and television programs
    - Initiated and implemented direct mail communications programs including constituent surveys, and calculated and analyzed returns
  - Supervised media internship program
  - Published in *Washington Post*, *Washington Times*, and several major dailies
- 1975 – 1979**      **Information Staff Director**  
**Michigan State Senate, Lansing, Michigan**
- Served as liaison between 14-member Senate Republican Caucus and statewide media, and responded to media inquiries
  - Wrote news releases, conducted press conferences, advanced radio and television shows and appearances, and set up media interviews

## EDUCATION

- **Master of Public Administration, Communications Management**  
Michigan State University, East Lansing, Michigan
- **Bachelor of Arts, Journalism**  
Michigan State University, East Lansing, Michigan
- **Specialized training** in leadership and team-building, budgeting and business analysis, media and presentation skills, and computer applications