MARIA A. ASELAGE, MBA

Bastin Hall, Room 221
171 Moultrie St.
Charleston, SC 29409
Aselagem1@citadel.edu

SKILLS

Public Relations	Communication	Media Relations
Strategy	Relationship Building	Organizational
Marketing	Writing	Presentation

EXPERIENCE

PRESIDENT, *HEARSAY COMMUNICATIONS, LLC,* Charleston, SC January 2007 – Present

* Own and operate a communications consulting company that specializes in strategic communications, media relations, crisis communications, video production and presentation coaching.
* Current and past clients include Roman Catholic Diocese of Charleston, Charleston County Bar Association, Peter Shahid for Charleston City Mayor (2023), Peter Shahid for Charleston City Council campaigns (2016 and 2019), Boeing, Charleston Tour Association, Susan Middaugh for Sullivan's Island Town Council campaign, the Sullivan's Islanders Group, the Turkey Day Run, and other small businesses in the area.
* Oversee communication initiatives for various organizations including marketing, writing, executing and evaluating strategic marketing, public relations and crisis communication plans; serving as a media spokesperson; producing videos; obtaining earned media; coaching professionals on public speaking skills; and developing/updating websites.
* Manage financial operations of the company including developing its budget and overseeing all accounts payable and accounts receivable.

ADJUNCT PROFESSOR/DIRECTOR OF COMMUNICATIONS AND MARKETING, *BAKER SCHOOL OF BUSINESS, THE CITADEL*, Charleston, SC
January 2007 – Present

* Teach various marketing and business communication classes to cadet and evening undergraduate students. Courses taught included: Principles of Marketing, Communications for Leadership (MBA), Digital Marketing, Communication for Competitive Advantage and Principles of Management.
* As Director of Communications and Marketing, enhance the image of the Baker School of Business through various marketing and public relations initiatives.

EXECUTIVE VICE PRESIDENT, *CLAY COUNTY CHAMBER OF COMMERCE,*
Orange Park, FL May 2005 – December 2006

* Served as the number two person in the organization assisting the president with day-to-day leadership, long-term visioning, employee hiring, and financial operations of the Chamber.
* Managed the Business Development Division including five employees, events and activities.
* Increased name recognition of the Clay County Chamber of Commerce across the greater Jacksonville area and the State of Florida by preparing press releases, pitching story ideas to reporters, speaking to groups and representing the Chamber at various public functions.
* Cultivated cooperative and collaborative relationships with television, radio and newspaper reporters.
* Responded to all media calls and arranged interviews for staff and Chamber members.
* Created and implemented marketing and public relations strategies for the three Chamber divisions.
* Bought advertising for the Chamber and oversaw print ad production.
* Supervised redesign of the Chamber website and regularly updated the site.
* Oversaw the development of the new Chamber logo, wrote the logo identity standards and controlled the use of the Chamber logo by ensuring its integrity when used for promotional purposes.
* Supervised the production of the Chamber monthly newsletter, the economic development

quarterly newsletter and the 146-page membership directory including writing content, taking photographs, selling ads and overseeing layout.
* Generated revenue for the Chamber by planning special events including the Annual Dinner, seminars, breakfasts and luncheons.
* Prepared monthly report to the Board of Directors.

DIRECTOR OF COMMUNICATIONS & INFORMATION, *ROMAN CATHOLIC DIOCESE OF CHARLESTON,* Charleston, SC July 2002 – April 2005
* Promoted the Catholic Church across South Carolina by preparing press releases and press kits, pitching story ideas to reporters and speaking to groups. These efforts resulted in positive news coverage to offset the negative publicity caused by the sexual abuse crisis.
* Served as diocesan spokesperson for all local, regional and national media interviews.
* Developed, executed and evaluated strategies for all public relations initiatives and crises including the sexual abuse scandal.
* Built and maintained strong, trusting relationships with local, regional and national television, radio, and newspaper reporters.
* Oversaw all television news shoots and newspaper interviews related to the diocese and arranged interviews for staff members.
* Increased Catholic school awareness by creating and implementing media campaigns.
* Coordinated special events including a state-wide Rosary celebration and a diocesan Mass upon the death of Pope John Paul II which resulted in positive media coverage.
* Prepared and maintained diocesan departmental budget of approximately $125,000.
* Improved interaction among diocesan employees by conducting communication training.
* Enhanced the skills of parish lectors by conducting public speaking training.

ASSISTANT DIRECTOR, CENTER FOR INTERNATIONAL AND REGIONAL DEVELOPMENT, *THE CITADEL,* Charleston, SC January 1999 – July 2002
* Generated thousands of dollars every year by conducting professional education seminars, and by coaching business men and women on professional presentations.
* Bought advertising time and voiced radio commercials promoting the professional education program.
* Assisted supervisor with teaching public speaking classes to undergraduate cadets.

ANCHOR/REPORTER, *WCIV-TV*, Charleston, SC May 1994 – September 1998
* Anchored weekend newscasts and filled-in for anchors on other shows.
* Produced news stories and met daily deadlines.
* Won numerous awards as a general assignment reporter including 2nd place - South Carolina Journalist of the Year.
* Built and nurtured relationships with public officials within government, law enforcement and the judicial system.

ANCHOR/REPORTER/PRODUCER, *WDTV-TV*, Bridgeport, WV
March 1993 – May 1994
* Increased ratings as anchor for the 6:00 p.m. and 11:00 p.m. newscasts.
* Shot and edited news stories and met daily deadlines.

ANCHOR/REPORTER/PRODUCER, *WYVN-TV*, Martinsburg, WV
June 1992 – March 1993
* Produced news stories and met deadlines.
* Anchored and helped produce weekly program.

ANCHOR/PRODUCER, *WRNR,* Martinsburg, WV
June 1992 – March 1993
* Produced afternoon radio newscasts.
* Served as the on-air talent for the afternoon radio newscasts.

NATIONAL SALES ASSISTANT, ***WNUV-TV***, Baltimore, MD
August 1991 – June 1992

EDUCATION

THE CITADEL, Charleston, South Carolina August 2003
Masters of Business Administration GPA – 3.92

UNIVERSITY OF GEORGIA, Athens, Georgia June 1991
Bachelors Degree in Journalism GPA – 3.25

AWARDS AND ACHIEVEMENTS

Professor of the Year for the Degree Completion Program, Baker School of Business, 2020 & 2022
Announce students' names at The Citadel graduation ceremonies
Professor of the Game, The Citadel, Fall 2014
Outstanding Website, Florida Association of Chamber Professionals
Best Direct Mail Campaign for a Medium Market, Florida Economic Development Council
News story prompted change in state law
2nd Place, S.C. Journalist of the Year competition
Investigative Reporting, Associated Press
Investigative Reporting, Radio Television News Directors Association of the Carolinas
Several news stories broadcast nationally on CNN

VOLUTEER ACTIVITIES

Camp Rise Above (an organization that provides life-changing camp experiences to children with serious illnesses and life challenges)
- ***** Board Chairperson – September 2020 – 2021
- ***** Board Vice Chairperson - September 2015 – August 2020
- ***** Board Chairperson - September 2013 – August 2015
- ***** Board Member - November 2011 – September 2013; October 2021 – April 2022

Camp Merry Times (a yearly 4-day camp for kids with cancer and their siblings)
- ***** serve as the official camp photographer - 2012 – 2019

Baker School of Business Community Service Committee
- ***** Chairperson - 2017 – Present