

MARIA A. ASELAGE

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SKILLS

Public Relations
Strategy
Marketing

Communication
Relationship Building
Writing

Media Relations
Organizational
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 (http://hearsaycommunications.com/Video_Production.htm) and presentation coaching.
- * Current and past clients include: Catholic Diocese of Charleston, the Charleston County Bar Association, Peter Shahid's campaign for Charleston City Council campaign, Susan Middaugh's campaign for Sullivan's Island Town Council, the Sullivan's Islanders Group, the Turkey Day Run, Palmetto Surety Corporation and other small businesses in the area.
- * Oversee communication initiatives for various organizations including writing, executing and evaluating strategic communication, public relations and crisis communication plans; serving as a media spokesperson; producing videos; obtaining earned media; coordinating strategic philanthropic initiatives; developing/updating websites; coaching professionals on public speaking skills; and creating/editing visual aids.
- * Managed two successful Charleston City Council campaign for Peter Shahid. In 2015, Mr. Shahid defeated an eight-year incumbent. In 2019, Mr. Shahid defeated two opponents by obtaining 58% of the vote.
- * In the 7 years coordinating public relations efforts for the Turkey Day Run, the number of race registrants grew approximately 15% each year.
- * In the 5-1/2 years (total) working for the Catholic Diocese of Charleston, various communication initiatives have softened or redirected negative publicity to more positive coverage of the Church.
- * The strategic communication plan developed and executed for Susan Middaugh's Sullivan's Island Town Council resulted in her winning a council seat.
- * 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,
SCHOOL OF BUSINESS ADMINISTRATION, THE CITADEL**, Charleston, SC

January 2007 – Present

- * Teach various business communication and marketing 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 communication and public relations initiatives such as writing press releases, creating a monthly electronic newsletter, producing videos and revamping/updating the Baker School of Business section of The Citadel website.

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 public relations and marketing 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, 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
Announce name of students 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

**VOLUNTEER
ACTIVITIES**

Camp Rise Above (an organization that provides life-changing camp experiences to children with serious illnesses and life challenges)
* Board Vice Chairperson - September 2015 – Present
* Board Chairperson - September 2013 – August 2015
* Board Member - November 2011 - September 2013
Camp Merry Times (a yearly 4-day camp for kids with cancer and their siblings)
* serve as the official camp photographer - 2012 – Present
Baker School of Business Community Service Committee
* Chairperson - 2017 – Present