

# ANJILA KOZEL OLSEN

959 Fuller Avenue  
St. Paul, MN 55104

(612) 961-1637  
anjila68@gmail.com

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## **PUBLIC RELATIONS / COMMUNICATIONS / MARKETING DIRECTOR**

Entrepreneurial / Innovative / Creative / High Energy / Goal Oriented / Self-Motivated /  
Resourceful / Versatile / Business Savvy / Problem Solver / Positive Thinker

Accomplished, versatile and creative communications and marketing professional offering strong  
business development and project management skills.

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## **QUALIFICATIONS, PROFILE, & KEY ACHIEVEMENTS**

Public Relations Campaigns	Fund Development and Planning
Media & Government Relations	New Business & Market Development
Corporate & Crisis Communications	Business Partnerships
Project Management	Community Relations
Operations Management & Budgeting	Team Mentoring, Building, and Leadership

Distinguished management career combining outstanding creative communication talents with exceptional project management and marketing experience. Expert in developing and solidifying relationships with business, media, government, and community organizations on local, regional, and national levels. Excellent consensus-building, organizational, and negotiating skills coupled with a mentoring management style that helps lead employers and employees to success.

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## **PROFESSIONAL EXPERTISE**

### **Marketing:**

- Conceived, developed and launched all local creative strategic marketing campaigns.
- Managed the combined budget between \$1.1M - \$850K and consistently delivered inquiry lead flow 5 - 13% over plan with a conversion rate between 8 - 11.5%.
- Developed and integrated social media campaigns for various audiences.
- Managed and updated various websites for marketing purposes.
- Negotiated and implemented all advertising and marketing contracts.

### **Public Relations:**

- Progressed through series of increasingly responsible positions, including Director of Public Relations, Director of Public Relations & Marketing, Director of Public Relations & Development, and Director of Communications.
- Spearheaded all media and government relational efforts on behalf of the school on local, national and international levels and developed a strong media presence in various diverse publications including foreign language publications.
- Worked with various departments in several organizations to create communication guidelines and streamlined the information gathering process for promoting and elevating organizations' statuses as experts in their respective fields and industries.
- Wrote several articles, by-lines, and ARA content for clients have been published on national and international levels.

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## **Management:**

- Established business ventures from inception through profitable operations.
- Oversaw every phase of business operations, including budget planning, P & L, CRM, organizational management, strategic analysis and planning, and marketing.
- Worked extensively with business and legislative special interest groups including the Greater Minneapolis Regional Chamber of Commerce, Hispanic Chamber of Commerce, Minnesota Career College Association, Association Private Sector Colleges and Universities, U.S. Department of Fish and Wildlife Services.
- Managed and coordinated strategic analysis and planning for two for-profit and two non-profit organizations.
- Trained and managed a staff between 1 to 12 employees.
- Oversaw preparation of the annual budget and other necessary financial documents. Provided information and justifications for the Executive Committee and Board of Trustees in its budgetary review and approval processes.
- Developed the policy and procedure manuals and provided training for each organization's key management teams.
- Hired as a consultant for two non-profit organizations during the temporary hiatus of their Executive Directors.

## **Business Development:**

- Developed beneficial relationships across various industries.
- Experienced lobbyist on city, state, and national levels.
- Updated an organizations letter of incorporation, by-laws, and paperwork to garner a 501c3 classification with the State of Minnesota and federal government.

## **Fund Development:**

- Planned, promoted, and executed several large scale events benefiting a variety of non-profits, government agencies, and community-based organizations.
- Managed various community service initiatives and outreach programs, scholarship foundations, and developed policies and procedures manual and crisis communications plans.

## **Project Management:**

- Fulfilled multi-functional job responsibilities including project management and product marketing.
- Created ideation concepts, drafted company's public relations portfolio, and assisted with marketing presentations.
- Experienced crisis training, planning and communications management.

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## EMPLOYMENT HISTORY

**The Art Institutes International Minnesota**, Minneapolis, MN 1999 – Current

Director of Communications

An accredited proprietary college located in Minneapolis, Minnesota, The Art Institutes International Minnesota offers students a variety of educational programs in the creative commercial arts.

**Leisure, Inc.**, Chanhassen, MN 1998 – 1999

New Ventures Coordinator

Now known as Whiteboard Solutions and is an innovation and design consultancy. They specialize in industrial design, product ideation and concepts, and multiple in-house services.

**The Fool's Tree Theatre, Inc.**, Minneapolis, MN 1995 – 1998

Managing Director

A small theater company that opened in the Lyndale-Lake neighborhood and was open in the mid to late 1990s.

**Travelers Express.**, Saint Louis Park, MN 1994 - 1996

Executive Administrator

Worked in the IT division of a money order organization. Now known as MoneyGram.

**En Garde Unlimited, Inc.**, St. Paul, MN 1992 – 1994

Administrator - Internship

A theater school that opened in 1988 and remained open until 2000. The school offered courses that were not normally found in the Twin Cities area.

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## STRENGTHS AND ABILITIES

- Project Management
  - Strategic Planning and Analysis
  - Opportunity Development
  - Fund Development
  - Communications
  - Problem Solving
  - Relationship Building
  - Governmental Relations
  - Resource Allocation
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## EDUCATION AND TRAINING

**Master in Public Affairs: Non-Profit & Public Management**, University of Minnesota, 2004

**Bachelor of Arts: Theater Management**, University of Minnesota, 1991

**Computer skills include** MS Excel, Word, PowerPoint, Quark, Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Experienced Cision, Bacons Media Source, and PR Trak user.