

Charlene L. Shirk

Cell: 904.860.2991 Email: charlene@charleneshirk.com

A highly-motivated Professional with extensive experience in Public Relations, Marketing and Community Relations. Specialize in branding, strategic planning and community outreach and sales revenue generation. Recognized in the Broadcast Industry for journalistic excellence both on local and national levels. Skilled in multimedia communications and consistently delivering and exceeding performance expectations. Outstanding interpersonal skills and able to effectively engage with the community, customers and employees at all levels. Strong organizational, administrative, communication, technical, problem solving and time management skills.

AREAS OF EXPERTISE

Strategic Planning ~ Media Coverage ~ Excellent Communication

Building Strong Internal and External Relationships

PROFESSIONAL EXPERIENCE

PGA TOUR, Ponte Vedra Beach, FL

2007 – Present

Director Community Relations and Business Development, THE PLAYERS Championship

Develop and oversee charitable and community relations strategy for the PGA TOUR's premiere golf tournament and TPC Sawgrass. Create and execute media and publicity events, generate and track earned media coverage, manage project teams and support corporate hospitality sales effort for THE PLAYERS.

- Developed year-long earned media strategy, which resulted in media coverage valued at \$15 million over the past three years.
- Built and maintained strong business relationships with major local and national companies that resulted in reaching 115% of sales goal while generating revenue of more \$972,000 in corporate hospitality sales for the 2010 tournament.
- Created collateral, web material and media kits, including newsletter template, logo usage procedures, speaking points, and guidelines for media alerts and releases for all tournament grant recipients.
- Developed and managed numerous programs, including a highly successful Executive Women's Day, Giving Back Month, PGA TOUR Wives local fund-raising event, Public Relations Volunteer Committee and the Pink Links Breast Cancer golf program along with chairing The Junior PLAYERS media events. Created promotional materials, produced content for programs, coordinated media coverage, created press kits, produced videos for speakers' bureau and provided content for Facebook, PGATOUR.com and PLAYERS charity website. Earned media coverage of \$2.5 million over three years.

WTLV - WJXX, Jacksonville, FL

1996 – 2007

Weekend Anchor / Reporter

Managed a staff of seven. Oversaw all content and direction of top-rated weekend evening newscasts and presented live reports as the Weekend Anchor. Wrote and edited copy as the Weekday Reporter using multi-media, including TV, Radio, newsprint and on-line media in the execution of news coverage.

- Participated in numerous non-profit organizations in Northeast Florida, including Operation Backpack, Girls Inc. and Suited for Success, which resulted in raising thousands of dollars.
- Produced a 30 minute cable program featuring students' work and highlighting Girls Inc. Designed curriculum for *Lights, Camera, Action*, an interactive media camp for *Girls Inc.*
- Recognized by the *Jacksonville Business Journal* as one of Northeast Florida's Most Successful Young Professionals out of 30, to attend the Society of Professional Journalists National *SPJ Broadcasting Taishoff Seminar* hosted by CNN headquarters in Atlanta.
- Wrote and produced a short program for *Suited for Success*, which collects clothing for disadvantaged women re-entering the workforce. Generated donations of 1,200 business suits for clients in a local women's shelter.

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KOTV (CBS), Tulsa, OK

1994 – 1996

General Assignment Reporter

Field Anchor and Reporter for a lead station. Researched, generated, wrote and edited reports and feature stories for live and taped segments.

- Provided live reports for CNN and *CBS Up to the Minute*.
- Worked on the team to cover the Oklahoma City Bombing, Bombing Anniversary and Federal Court Coverage.
- Initiated *Project Safe and Sound State* series, educating and empowering parents on safeguarding their children.

KFSM (CBS), Fort Smith, AR

1993 – 1994

Crime Beat Reporter / Fill-in Anchor

Top Story Reporter with emphasis on the crime beat. Responsible for story selection, filming, writing, editing and determining assignments for weekend photographers. Selected to fill-in for anchor and producer positions.

AWARDS

- Suncoast Regional Emmy Nomination for Feature Writing
- Axiem Awards for Excellence in Media in Two Categories
- The Harold A. Maio Journalism Award for Individual Achievement
- The Wilbur Award, Gabriel Award and Sigma Delta Chi Award for Excellence in Journalism
- Best of Gannett, Star Performer
- Florida Associated Press, Community Service-Operation Backpack Award
- Arkansas Associated Press Awards in Four Categories

EDUCATION

Bachelor of Science in Marketing, Jacksonville University, Jacksonville, FL

2005

MEMBERSHIPS

- **Board of Directors**, Cathedral Arts Project, Jacksonville, FL
- **Executive Committee / Board of Directors / Public Relations Chair / Taste of Golf Co-Chair**
The First Tee of Jacksonville, Jacksonville, FL
- **Member**, National Association of Professional Women