

Chuck Gysi

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Experience

Vice president of marketing and communications: Responsible for 38-county Girl Scout council's overall marketing, public relations and communications efforts; supervise staff responsible for publications, graphics and research; use aggressive media efforts to promote membership recruitment of girls and volunteers; implement plans, policies and procedures; manage budget; write and edit copy for publication; launched and oversee council's social media communications; effective brand management.

Editor: Overall management of newsroom staff of nine for 4,500 daily/5,500 Sunday newspaper serving Western Illinois; responsible for general reporting and news photography, editorial direction, staff training, hiring, layout and design of daily news pages, copyediting and served on newspaper's management team.

Communications/program officer: Responsible for overall comprehensive communications program, including external communications with donors, potential donors, clients, grantees and agencies; media relations with radio, television and print reporters and editors; all publication design and layout as well as all writing and editing of copy and digital photography; production of annual reports, newsletters, stationery, programs, brochures, fliers, invitations and letters; printing and production of materials through vendors and negotiation of bids; speechwriting for foundation officers; production of copy and graphics content, design and oversight of three web sites; public speaking at events and meetings; advertising design and placement; marketing and promotion of events and products; writing and distribution of news releases to media.

Managing editor: Responsible for daily newspaper's editorial product; managed, hired and coached reporters, editors, photographers and part-time staff; designed news pages, including total redesign of product in 2001; planned news coverage; wrote stories and columns; took photos; edited copy; planned and produced special sections; oversaw quarter-million-dollar annual budget; planned for capital expenditures; participated as member of company's management team.

Editor and assistant publisher: Responsible for entire editorial content of weekly newspaper; reported on three cities and took photos; supervised news operations at sister newspaper in Lone Tree, Iowa; managed seven-person staff; responsible for building circulation and increasing advertising base.

Features editor: Responsible for daily features section and weekly entertainment and arts tabloid, assigned stories, edited copy, designed sections, served as member of newsroom management team.

Editorial page editor: Wrote editorials and columns, edited copy, designed pages.

Other positions: During earlier years in my career, I served as: editor of Popular Communications magazine in New York; news editor of a daily newspaper in Burlington, Iowa; taught continuing education classes on free-lance writing at colleges in Cedar Rapids/Iowa City, Iowa, and West Burlington, Iowa; served as copy desk chief and night editor at a medium-sized daily newspaper in New Jersey; and also as reporter, wire editor and editorial assistant with a chain of weekly and daily newspapers in suburban Philadelphia, Pa. I also have worked as a free-lance writer, editor and consultant.

Girl Scouts of Eastern Iowa & Western Illinois

Rock Island IL | 2008-present

The Macomb Journal

Macomb IL | 2006-2008

Rochester Area Foundation

Rochester MN | 2001-2005

Austin Daily Herald

Austin MN | 1999-2001

West Liberty Index

West Liberty IA | 1999

Iowa City Press-Citizen

Iowa City IA | 1996-1999

Additional experience

Education

Bachelor of arts: Degree in journalism from School of Communications and Theater.

Temple University

Philadelphia PA

Computer skills

Software: QuarkXPress; Adobe Photoshop, InDesign and Acrobat Professional; and Microsoft Office programs such as Word, Publisher and Front Page. Adept with PCs and Macs.