

# Brenda J. Viola

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## OBJECTIVE

To utilize my award-winning marketing, public relations, writing, speaking, multi-media expertise and interpersonal skills to enhance the image, awareness and profitability of an organization that offers a challenging environment with growth potential.

## QUALIFICATIONS

- Engaging and charismatic speaker with extensive experience presenting to media outlets and all types of audiences
- Proficient writer of scripts, newsletters, press releases, annual reports
- Excellent manager and trainer; able to mentor and motivate others to fulfill their potential
- Proven ability to enhance public perception through the use of all forms of media and public appearances
- Able to successfully manage multiple projects simultaneously and meet deadlines
- Highly regarded leader with superior organizational skills

## PROFESSIONAL EXPERIENCE

### **Director of Marketing/PR and Corporate Communications**

May 2012—Present

**Medical Solutions Supplier**

Glen Mills, PA

Lead for all communications endeavors, including content and collateral marketing, media relations, social media, community relations, internal and external team building and charitable initiatives. 2018 FORTUNE #19 Small Business in America.

### **Public Information Officer**

July 2001—May 2012

**Township of Lower Merion**

Ardmore, PA

Responsible for all internal and external media, publications and operations of local government access TV station. Township Open Records Officer, liaison to Cable TV Advisory Committee.

### **Director of Communications**

December 1995—April 2001

**ESCA**

Glen Mills, PA

### **Program Director**

December 1987—December 1995

**Harron Communications**

Malvern, PA

### **Show Host**

1986—1987

**QVC**

West Chester, PA

### **News Director/Anchor 1984—1987**

**Jones Intercable/DPR 13**

Turnersville, NJ

## EDUCATION

Glassboro State College (Rowan University)

BA Communications (cum laude)  
Radio/TV/Film

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## **AWARDS**

2019 - Great Place to Work Certification

2019 - "ROCKY" Award for Championship Spirit and Excellence in Work Ethic

2018 - FORTUNE #19 Small Business in America; #14 Healthcare Company in America

2012 - 2019 - Philadelphia Inquirer "Top Workplace" Award

2013—F. Karl Schaufele Community Service Award, The Main Line Chamber of Commerce

2010—Outstanding Work Unit (Team Leader), Township of Lower Merion

2009—Distinguished Publication—Historical Mural Brochure—3CMA (government trade organization)

2008—Distinguished Publication—Lower Merion’s 325th Anniversary Booklet—3CMA

2008—Outstanding Township Spirit, Township of Lower Merion

2007—Distinguished Publication—Hometown Heroes Poster—3CMA

2003—Outstanding Senior Manager, Township Of Lower Merion

1995—Citations:

- Senate of Pennsylvania “Exemplary Service, Leadership and Achievements”
- PA House of Representatives “Outstanding Contributions to Tredyffrin Twp.
- Tredyffrin Township “Certificate of Faithful Public Service”

1994—Excellence in Local Cable TV News Programming—CTPAA Beacon Awards 1993—

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## **COMMUNITY SERVICE**

The Florida Center - Sponsor and Gala Committee Member 2018-19

The Main Line Chamber Foundation 2009—2015 (Board Chair, 2014 - 2015)

Bryn Mawr 100 Committee 2010—2012

First Friday Main Line 2006—2011

**REFERENCES AND PORTFOLIO OF WORK AVAILABLE UPON REQUEST**