

Edward Yutkowitz

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PROFESSIONAL EXPERIENCE

PRESIDENT, Skyline Media Group, New York, NY *2006-Present*
Communications consulting; provide public relations, editorial, and crisis management services to diverse clientele, including political, educational, and philanthropic causes and organizations. For information, visit www.skylinemediagroup.net.

DIRECTOR OF CORPORATE AND PUBLIC INFORMATION *1989-2006*
KeySpan Energy Corporation, New York, NY

- **Developed** and implemented internal and external communication and branding strategies for \$12 billion S&P 500 company.
- **Created** public relations campaigns to promote corporate image and interests in local and national media. Arranged press events and executive interviews, editorial board meetings, and investor briefings. Provided media counseling to executives. Cultivated media contacts, pitched and placed stories, responded to media inquiries, and served as company spokesman.
- **Developed** and implemented crisis management plans. Handled communications during numerous emergency-training drills and actual crises, such as natural disasters, gas outages, power blackouts, and terrorism, including 9/11. Served as communications liaison to New York Office of Emergency Management, the New York Police Department, and other public health and safety organizations. Initiated use of Internet and other electronic media for critical employee and public communications. Helped set up crisis command posts for community and media relations. Wrote and produced video and print material on emergency procedures and public and employee safety.
- **Managed** full-time and freelance staff, budget, and day-to-day media relations operations. Contracted and worked with public relations consultants on particular projects and initiatives.
- **Created** employee communication, training, and educational programs. Supervised design and production of employee, customer, and financial publications. Produced programs to promote corporate products and services.
- **Worked** with community and political leaders to develop educational, cultural, environmental, and economic development programs and legislation. Represented company and delivered presentations at meetings of community groups, governmental agencies, and trade organizations.
- **Wrote** speeches, articles, and op-ed pieces for executives; technical, financial, and promotional material; print, radio and TV ads; and corporate comedy sketches and executive roasts. Scripted and produced video programs for the company, community groups, and governmental agencies. Developed and created content for corporate Internet and Intranet sites. Wrote and edited feature and news articles for newsletters, magazines, and other publications.

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ADJUNCT PROFESSOR, New York City College of Technology, Brooklyn, NY *1999-2001*
Taught courses in Technical Communication and Business Writing.

COMMUNICATIONS MANAGER, UJA-Federation, New York, NY *1988-1989*
Developed public relations strategy for \$17 million/year Women's Campaign and associated social service organizations. Organized and promoted overseas missions, conferences, and fundraising programs. Wrote speeches, press releases, and fundraising material. Supervised design and production of campaign material. Initiated press contacts, responded to inquiries, and placed stories in local media.

SENIOR WRITER, B'nai B'rith International, Washington, DC *1985-1988*
Wrote and edited articles for monthly newsletter and magazine. Wrote speeches; print and TV ads; press releases; video and continuity scripts; and promotional, training, and fundraising publications.

EDITOR, Association of American Railroads, Washington, DC *1984-1985*
Wrote and edited technical and promotional publications for use by the U.S. Congress, the Interstate Commerce Commission, the Department of Transportation, the media, and the public.

INSTRUCTOR, University of New Orleans, New Orleans, LA *1983-1984*
Taught courses in English composition.

MEDIA COORDINATOR, Queens College, Flushing, NY *1979-1982*
Managed media resources of university, including staff and budget. Wrote and produced multimedia programs. Coordinated film and video acquisition, rental, and scheduling. Worked with faculty and community and political leaders to develop programs for public, including workshops and film festivals. Wrote film catalogs, grant proposals, promotional material, and press releases.

OTHER WRITING AND EDITORIAL EXPERIENCE

Wrote TV ads for Duke Advertising, New Orleans; book reviews for Publisher's Weekly; articles for New York Daily News, International Jewish Monthly, CEO magazine, Pipeline & Gas Journal, and Internal Communication Focus. Edited technical documents for U.S. Fish and Wildlife Service.

EDUCATION

University of New Orleans, M.A. English, 1996.
State University of New York, New Paltz, NY, B.S. Political Science/Communications, 1975.

PROFESSIONAL ACTIVITIES AND AWARDS

2003 Public Relations Chairman of the Natural Gas Vehicle Coalition; First Place, 1995 Public Relations Award, American Gas Association; 1995 Brooklyn History Award of Brooklyn Borough President's Office; 1992 New York Festivals Industrial Video Award Finalist; 1990 United Way Communications Contest Winner; 1984 Creative Writing Scholarship, George Washington University.