



LU DUMAS

PR & MARKETING SPECIALIST

CONTACT

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EDUCATION

UNIVERSITY OF NORTH CAROLINA WILMINGTON

Master of Arts

Integrated Marketing
Communications

OHIO UNIVERSITY

Bachelor of Science

Journalism - Radio TV News

EXPERTISE

- IMC Specialist
- Media Relations
- Crisis Communication
- Brand Analysis / Audits
- Social Media Marketing
- Public Relations
- Content Creator
- Diversity & Inclusion
- Strategic Marketing
- Event Planning
- Interpersonal Skills

Professional Summary

Seasoned professional of 20+ years in television news, radio, public relations, and brand development. Strong investigative skills combined with the innate ability to captivate an audience through distinctively engaging storytelling. Charismatic and refined public speaker. Tenacious self-starter and dedicated lifelong learner with a proven record of positive image branding and relationship building. Passionate about serving the community.

Professional Experience

Public Relations Specialist — 2021 - Present FISH/919 MARKETING — Raleigh, NC

- Design and implement targeted PR strategies that complement clients' marketing goals and brand identity
- Develop and execute public relations plans to boost brand visibility
- Tailor communication strategies to engage specific audiences
- Build and maintain relationships with essential media, journalists, and influencers to enhance client exposure.
- Interactions, ensuring accurate message delivery.
- Achieve notable story placements in leading publications and digital media.
- Create compelling content, such as press releases, pitches, blogs and social media updates, to articulate clients' stories and key points.
- Use storytelling to emphasize clients' unique offerings and successes.
- Apply PR and analytics tools for monitoring media mentions, assessing campaign performance, and deriving insights for strategy refinement.
- Provide detailed reports on PR outcomes, media reach, and the contribution of public relations to marketing objectives.
- Work collaboratively in teams to meet strategic goals.

Podcast Co-Host — 2019 - 2022 THE BOB AND LU SHOW — Raleigh, NC

- Built a successful podcast from the ground up
- Earned 1,200+ downloads and 200,000+ streams per episode
- Three-day per week, award winning national podcast
- Paid Media- negotiated with large scale accounts for advertising
- Voted Best Local Podcast 2019 - Indy Week, Raleigh NC
- Voted Best Local Podcast 2022 - Maggy Awards, Cary NC

Licensed Realtor — 2021 - Present EXP REALTY — Raleigh, NC

- Norris Team Realty - Referral Agent

ENDORSED SKILLS

- Emotional Intelligence
- Team Leadership
- Communication
- Negotiation
- Customer Relations
- Creativity
- Branding
- Flexibility
- Problem Solving
- Project Management
- Innovation
- Social Media Marketing
- AP Style Proficient

COMMUNITY

Wake County Public School System Business Alliance

(Apex Friendship High School)

Contributed to guiding high school students in achieving their career goals, demonstrating a deep commitment to nurturing future generations and fostering educational development.

CERTIFICATIONS

- Social Media Marketing
- Walk West Strategic Marketing
- Google Analytics
- Microsoft Software

Executive Director ————— 2007 - Present
BOB'S BUDDIES Raleigh, NC

- Visionary of a successful charity benefiting pediatric brain tumor research
- Achieves yearly goals through relationship building and communication
- Charity raises more than \$100,000 yearly free of added expenses (eg. staffing)
- \$2 Million + raised since inception

Co-Owner / COO ————— 2010 - 2014
BOBBY J'S ORIGINAL SALSA Raleigh, NC

- Helped build up business from the ground up.
- Built this family business in all aspects including enhanced marketing exposure through effective website management
- Direct Correspondence with clients, media, and industry specialists
- Communications strategies, plans and budget management.
- Creator of all internal and external communications including news releases, advertising, and social media marketing

Owner, Public Speaker ————— 1998 - 2006
HISCOM Raleigh, NC

- Sought after workshop and conference speaker for corporations and non-profit organizations
- Workshops highlighted effective business management tips and techniques, such as marketing, branding, and publicity.
- Served as a professional consultant providing long term and short term strategic planning for organizations of any size. Highly effective trainer for business executives and leaders.
- Actively taught business professionals how to communicate with the media based on years of experiences in the news industry.

BROADCASTING

NEWS ANCHOR/REPORTER/SHOW HOST/RADIO PERSONALITY CO-HOST

WNCN-TV Raleigh, NC
UNC-TV RTP, NC
KXAN-TV Austin, TX
KSBW-TV Monterey, CA
KIEM-TV Eureka, CA

Broadcasting veteran of 20 years. Acquired notable skills in multiple areas of journalism such as anchoring newscast, script writing, news reporting, press conference coverage, and interviewing. Made promotional appearances at public events for TV and radio stations. Recognized for excellent work as a freelance documentary creator by collaborating with syndicated shows.

- Syndicated shows on: **The Discovery Channel** and **Entertainment Tonight**
- Evening Magazine show aired on statewide Public Television **UNC-TV**
- Noteworthy Interviews include : **Rosa Parks, Maya Angelou, Henry Winkler, Prince Philip, Michael Jordan, Clint Eastwood**
- **G105 Bob and the Showgram** morning radio show co-host fill-in