

# CAROLYN SMITH CASERTANO, MA, APR

## CURRICULUM VITAE

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Results-driven, award-winning communication professional with expertise in strategic planning, content development and dissemination, crisis communications, reputation management, media and public relations. Highly motivated and collaborative with 20+ years of experience. A trusted partner in creating and managing successful teams to achieve business goals, enhance loyalty, reinforce brands and mitigate risk. Leads by example and brings the benefit of consulting, agency, corporate and nonprofit experience. Accredited by the Public Relations Society of America. Public Relations Society of America (PRSA) Western District Platinum Service Award Winner and Southern Arizona Chapter Professional of the Year.

### TEACHING EXPERIENCE

The University of Arizona August 2019 - present  
Assistant Professor of Practice  
Department of Communication  
College of Behavioral and Social Sciences

Serve as lead public relations faculty member, creating and teaching new courses including Crisis Communication and PR, Public Relations Ethics, updating content and materials for Introduction to Public Relations and Strategic Writing for Public Relations. Designed 7.5 week online classes for Crisis Communication and PR and PR Ethics. Created and co-taught new Introduction to Public Relations class in Fall, 2021 and Fall, 2022 for University of Peru micro campus. Serves as PR Internship coordinator and Faculty Adviser for the UArizona Public Relations Student Society of America (PRSSA) chapter.

The University of Arizona August 2018 - May 2019  
Adjunct Lecturer  
Department of Communication  
College of Behavioral and Social Sciences

Adjunct position teaching classes in support of the Public Relations curriculum in the Department of Communication, assisting with the development of a minor in Public Relations, serving as faculty adviser to the UArizona Public Relations Student Society of America (PRSSA) chapter.

APR Online Facilitator and Local Mentor Spring 2016 - present

Volunteer facilitator and panelist for online multimedia course designed to help qualified candidates prepare for the Examination for Accreditation in Public Relations (APR). Local mentor assisting Southern Arizona communication and public relations professionals with course material in preparation for the APR examination.

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## PROFESSIONAL EXPERIENCE

### **Public Relations and Crisis Communications Consultant 6/2019-present**

- Works with various organizations across industries focusing on social media practices and strategies for corporate communications, employee relations, marketing communications, strategic messaging, reputation management and crisis communication.
- Presentation on personal branding and developing a memorable speech for Greater Tucson Leadership Civic and Political Leadership Academy, a program created and managed by former Tucson Mayor Jonathan Rothschild (May, 2021 and April, 2022)
- Panel member for Greater Tucson Leadership Civic and Political Leadership Academy session on targeted messaging, delivering an effective elevator speech to potential voters (May, 2021)
- Clients include the Special Needs Alliance, a professional group of attorneys from around the nation who specialize in elder law, disability and public benefits law.

### **Public Relations Society of America Regional Representative 3/2022-present**

- Serves as liaison between national PRSA office in New York City with 27 chapter and district leaders in the Western and North Pacific Districts. Assists in strategic planning and development of chapter leadership.

### **AMERICAN CANCER SOCIETY – Global Headquarters National Director, Public Relations, 2/2015 to 6/2019**

Develop, implement, and evaluate enterprise-wide integrated strategic communications plans with emphasis on measurable results. Provide strategic counsel to business leaders, corporate partners and sponsors with account support for clients including the NFL, NHL, Coaches vs. Cancer, INFINITI, Chevrolet, Pantene, Walmart, Kohl's, and Vineyard Vines. Provide cross-functional leadership to integrate local communications strategies/tactics with national Society events, programs and initiatives to maximize impact. Serve on cause marketing review team, focusing on meaningful collaborations to enhance brand awareness and new revenue. Manage national public relations agency with oversight of media relations efforts, budget and monthly deliverables.

### **AMERICAN CANCER SOCIETY – Global Headquarters Managing Director, Communications Strategy Integration, 8/2013 to 1/2015**

Developed enterprise-wide integrated strategic communications plans and executed tactics across print, online, and video channels, to deliver measurable results. Provided strategic counsel to organization leaders, business units and departments in the development and implementation of communications plans, aligning with key priorities. Management lead for Entertainment Industry Foundation, including executing full integrated campaign for Stand Up To Cancer and the Emperor of All Maladies documentary by Ken Burns and PBS. Managed a team of 11 communications staff in the Western Region to support division priorities with a strong focus on excellent customer service, proactive communications planning and media outreach for priority events and programs. Developed and positioned teams as trusted partners within the 13-state territory, offering them resources, tools and trainings to meet the unique needs of their clients. Oversaw communication activities and engagement, including agency support for priority events including the 100<sup>th</sup> Birthday Ball in Los Angeles. Led all crisis communications for the region, convening staff and resources as needed. Managed communications budget. Accepted into Nationwide Manager Development Program.

### **AMERICAN CANCER SOCIETY – Global Headquarters Manager, Organization Communications, 7/2012 to 8/2013 *Selected for Transformation Design Team, Organizational Communications, 10/2012***

Developed enterprise-wide strategic organizational communications plans and executed tactics across all internal channels including print, online, and video. Provided strategic counsel to business units and departments in the development and implementation of organizational communications plans, aligning with key priorities. Led internal

communications for Society's 100<sup>th</sup> birthday multi-channel campaign; Cancer Prevention Study-3 and enterprise-wide Relay For Life fundraising communications.

**AMERICAN CANCER SOCIETY – Great West Division**

**Director of Grant Development, 1/2012 to 7/2012**

**Director of Constituent Communications, 6/2006 to 8/2011**

**Regional Media Relations and Marketing Manager, 9/1999 to 6/2006**

**MANAGEMENT PLUS, LTD. – Tucson, AZ**

*Managed communications for clients including the National Academy of Elder Law Attorneys, National Association of Professional Geriatric Care Managers, Society of Human Resource Managers, Educational Leaders and National Guardianship Association.*

**Communications Coordinator, 9/1997 to 9/1999**

## **Education and Credentials**

**Master of Arts in Communications and Leadership**

GONZAGA UNIVERSITY – Spokane, WA

Concentration in College Teaching of Communication

Advisor - Dr. John Caputo, Chair

**Bachelor of Arts in Journalism**

UNIVERSITY OF ARIZONA – Tucson, AZ

## **Service**

Public Relations Society of America Western District Conference Co-Chair, 2023

University of Arizona College of Social & Behavioral Sciences Diversity, Equity and Inclusion Council, 2022-present

Public Relations Society of America Educators Academy, National Communications Committee, 2022-present

Public Relations Division of the Association for Education in Journalism and Mass Communication, 2022-present

University of Arizona Department of Communication, PR Faculty Search Committee, 2022-present

University of Arizona Eller College of Management High School Ethics Forum Facilitator, 2022-present

University of Arizona Department of Communication, Undergraduate Committee, 2020- present

University of Arizona Women's Studies Advocacy Council, 2020-present

University of Arizona Department of Communication, Scholarship Committee, 2019- present

University of Arizona Public Relations Student Society of America, Faculty Adviser, 2019- present

Public Relations Society of America, Southern Arizona Chapter, Board Member, Ethics Chair 2022

Gonzaga University, Communication and Leadership Program Alum, Digital Media Strategies, 2022

Public Relations Society of America, Western District Board Member, Secretary 2021-2022

American Cancer Society, Cancer Action Network member, 2019-2022

Public Relations Society of America Educators Academy, Communications Committee, 2021

Public Relations Society of America, Western District Conference Planning Committee, 2019

Public Relations Society of America, Western District and Southern Arizona Board Member, 2018

Lambda Pi Eta - National Communication Arts Honor Society, 2018

Association for Women in Sports Media, 2018

International Association of Business Communicators, 2018

University of Arizona Public Relations Student Society of America, Professional Adviser, 2017-2018

Public Relations Society of America, Southern Arizona Board Member, President, 2016  
Public Relations Society of America, Southern Arizona Board Member, 2013-2018  
American Marketing Association, Tucson Chapter; President, 2006 to 2007  
International Association of Business Communicators, Tucson Chapter; Board Member, 2002 to 2005

### **Presentations**

PRSA Southern Arizona 'For the Sake of the Story'  
PRSA Mid-Columbia 'Advancing Your PR Career'  
PRSA Western District Conference 'Risk and Reputation Management in 2022 and Beyond'  
University of Arizona Initiative for Collaborative Internal Communications Tools & Channels  
Greater Tucson Leadership Civic and Political Leadership Academy  
Festivals & Events Association of Tucson & Southern Arizona  
Peruvian University of Applied Sciences International Image Wiiiik event: Innovate, Inspire, Imagine  
Public Relations Society of America, Southern Arizona Chapter  
Gonzaga University Leadership Student Research Symposium  
University of Arizona Communication and Public Relations guest lecturer  
University of Arizona Public Relations Student Society of America  
Public Relations Student Society of America, Western District  
Arizona Women's Cancer Network Annual Conference presenter  
Tucson Nonprofit Council, Media Workshop for Nonprofits keynote speaker

### **Awards**

Public Relations Society of America (PRSA) Western District  
2022 Platinum Service Award

Public Relations Society of America (PRSA) Southern Arizona Chapter  
2020 Professional of the Year

2013 Public Relations Society of America (PRSA) Silver Anvil Award of Excellence  
"Communications: Enabling the Transformation of the American Cancer Society"

Public Relations Student Society of America (PRSSA) University of Arizona Chapter  
2020 Certificate of Excellence for the Brenna Ilana Berger Scholarship Campaign

### **Accreditations/Certifications**

Accredited by the Public Relations Society of America  
Advanced Crisis Communication Certificate Program through the Public Relations Society of America (PRSA)  
American Cancer Society National Development Manager Program graduate

### **Popular Press & Media Features**

- #IMGNexperience: What happens after the Race? Assistant Professor of Practice - University of Arizona Carolyn Smith Casertano (October, 2021)

- PRSA article (June, 2021). PR Ethics Front and Center in Washington Post Article. Retrieved from <http://www.prsatucson.org/pr-ethics-front-and-center-in-washington-post-article/>
- Inside Tucson Business (April 24, 2020). How to be a public relations game changer. Retrieved from [https://www.insidetucsonbusiness.com/business/how-to-be-a-public-relations-game-changer/article\\_971dd496-859b-11ea-aeba-fb3234874d7e.html](https://www.insidetucsonbusiness.com/business/how-to-be-a-public-relations-game-changer/article_971dd496-859b-11ea-aeba-fb3234874d7e.html) (quoted)
- Arizona Daily Star (May 27, 2020). UA Prof Carolyn Smith Casertano: The UA botched its on-campus communications. Retrieved from [https://tucson.com/opinion/local/ua-prof-carolyn-smith-casertano-the-ua-botched-its-on-campus-communications/article\\_ec5d40f0-2ea6-552e-bcdb-1dc6f286b1ee.html](https://tucson.com/opinion/local/ua-prof-carolyn-smith-casertano-the-ua-botched-its-on-campus-communications/article_ec5d40f0-2ea6-552e-bcdb-1dc6f286b1ee.html)