

**EMILY PRICE**

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**LEADERSHIP****EXECUTIVE DIRECTOR, HEALTHY BIRTH DAY, INC. — MAY 2017 TO CURRENT**

Leading the national growth of a vital nonprofit organization focused on stillbirth prevention. Overseeing fiscal health; expanding fundraising activities; seeking major grants, corporate sponsors, and national brand partnerships; strategic planning and vision development for national expansion; ensuring effective systems to track national scaling progress, and regularly evaluate program components; ensuring ongoing programmatic excellence, rigorous program evaluation; overseeing all aspects of communications with the goal of creating a national brand; lead, coach, develop, hire and retain Healthy Birth Day, Inc. staff; developing, maintaining, and supporting a strong Board of Directors.

**EXPERIENCE****COMMUNICATIONS DIRECTOR, CITY OF JOHNSTON; JOHNSTON, IOWA — 2013 TO MAY 2017**

Charged with leading all public communication efforts of fast-growing city north of Des Moines. Leadership role in marketing, branding, crisis communications, media relations, media buying, website design and population, social media campaigns, development of programs such as Home Base Iowa, public relations, large event planning, and public surveys. Oversee graphic design and video production as successful communication tools.

**ANCHOR/REPORTER, KCCI TELEVISION; DES MOINES, IOWA — 2005 TO 2013**

Co-anchored one of the most-watched news broadcasts in the state of Iowa; led the station's political coverage including the Iowa caucuses, statehouse and government affairs; led the weekend team, including leadership of story meetings, show promotions, staff assignments and production of broadcasts.

**GENERAL ASSIGNMENT REPORTER, KCCI TELEVISION, DES MOINES, IOWA — 2002 TO 2005**

Coverage of a wide variety of broadcast news events, including breaking news, feature stories and long-form sweeps pieces.

**EDUCATION**

University of Missouri, Columbia, Missouri — Bachelor of Journalism, Political Science Minor, December 2001

**COMMUNITY**

Healthy Birth Day, Inc. Past Board President

Plymouth Nursery School, Past Board Vice President

Blank Children's Hospital, 300+ volunteer hours

Past volunteer hours with the following organizations: CureSearch, March Of Dimes, Prevent Blindness Iowa, Leukemia & Lymphoma Society

Delta Delta Delta Sorority Alumni Member

**AWARDS**

NATAS Midwest Emmy Awards

National 3CMA Savvy Awards

Northwest Broadcast News Association

Iowa Broadcast News Association

**SUCCESSFUL SKILLS**

Donor relations, overseeing national programming, national and local story pitches, marketing campaigns, communication plans, press releases, social media campaigns, strong relationships with members of the media, media purchasing, branding, skilled in InDesign, Excel, Word, Aperture and InCode software, website population, writing, photography, large event coordination and planning, and relationship building with cross section of the general public.