

## **GAYLE LYNN FALKENTHAL, APR, Fellow PRSA**

FALCON VALLEY GROUP

### **Statement of Qualifications**

- **Respected Strategist:** Proven expertise in designing strategic communications plans for a variety of businesses, public organizations, associations, and nonprofit groups.
- **Media Relations Expert:** Commended by the news media and the public for ability to provide clear, concise, and convincing public information.
- **Versatile Content Producer and Manager:** Conversant in multiple forms of outcome-driven content production for clients, including web, video, and SEO.
- **Award-Winning Communicator:** Multiple awards for writing and visual communication in multiple subjects and formats.
- **Crisis Communications Authority:** Recognized and sought nationwide to lead the response and management of organizations facing internal and external challenges threatening public reputation and livelihood.
- **Community Outreach:** Praised for the ability to effectively communicate and cooperate with a diverse array of community partners and concerned citizens.
- **Reputation Management:** Adept at quickly scanning the communication environment and quickly assessing media and messaging to address and preserve trust by key stakeholders.
- **Management Experience:** Twenty-five years experience as a senior executive.
- **Problem Solving Skills:** Proven track record of identifying problems and designing solutions in a team atmosphere as a strategic communication strategist for a wide variety of clients.
- **Customer-Service Focus:** Successfully meets the needs of clients, constituents and community partners at a high level of service.
- **Professional Recognition:** Falkenthal holds 'Accreditation in Public Relations,' (APR), a designation held by less than two percent of public relations professionals in the U.S. Member of the Public Relations Society of America's "College of Fellows," a distinction recognizing its the highest level of achievement, held by just 350 individuals nationwide.
- **Education:** Master of Science Degree from San Diego State University in Mass Communication, with an emphasis on New Media studies. Adjunct professor, marketing and communication, National University, San Diego.