

RYAN HONICK

Alexandria, VA 22314

Phone: 202.630.9123 | Email: ryan@ryanhonick.com | web: www.ryanhonick.com

Communications professional with nearly a decade of experience ranging from work on Capitol Hill and federal government to positions with non-profits and global PR firms. Specialties include media relations, social media, organizational branding, and crisis management.

PROFESSIONAL EXPERIENCE

United States Patent and Trademark Office, Alexandria, VA **November 2014—Present**
Public Affairs Specialist

- Draft speeches for agency principals.
- Develop and maintain first-ever fully digital database of agency talking points.
- Prepare and staff senior leadership for interviews with media.
- Respond to press inquiries related to the work of the agency.
- Write and disseminate news releases.
- Pitch media on coverage of special events, agency news, and initiatives.
- Manage agency's social media channels including content development and analytics.
- Assist in the development of town halls, employee communications, and agency-sponsored community events.

American University, Washington, D.C. **October 2012—Present**
Guest Lecturer

- Facilitate discussion on the importance of personal narrative and the art of storytelling to enrich communication.
- Lead conversation with graduate students on how to use humor to create memorable campaigns.

Hill+Knowlton Strategies, Washington, D.C. **November 2013—May 2014**
Corporate Communications Fellow

- Ghostwrote blog, website materials, and social media posts for grassroots energy coalition.
- Secured coverage in traditional media outlets on behalf of a high profile government organization.
- Provided strategic corporate communication counsel during crisis for a prominent technology services firm.

U.S. Department of Health and Human Services, Washington, D.C. **June 2011—November 2013**
Public Affairs Specialist for Healthcare

- Managed communication through department's four internal listservs nationwide ensuring 508 compliance.
- Drafted weekly metrics reports evaluating public impact of departmental initiatives.
- Spearheaded development of best practices for social media following a cabinet-level audit.
- Composed daily reports documenting departmental media coverage.

ADDITIONAL WORK HISTORY

Technorati Media, Washington, D.C. **Sept. 2010—April 2012**
Writer

Tiber Creek Associates of Capitol Hill, Washington, D.C. **Summer 2010**
Communications Intern

Office of Representative Jay Inslee, Washington, D.C. **Summer 2008**
Congressional Intern

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EDUCATION

American University, Washington, D.C.
Master of Arts in Public Communication, 2010

University of Puget Sound, Tacoma, WA
Bachelor of Arts in English, 2009

SPECIAL AREAS OF INTEREST

Disability policy and advocacy | Technology and privacy

SOFTWARE PROFICIENCY

Adobe Dreamweaver | Adobe Photoshop | CisionPoint | Drupal | Factiva | Final Cut Pro | HTML | JIRA | Meltwater | Wordpress