

STACY KLEIN

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EXECUTIVE SUMMARY

Highly skilled, strategic and data-driven Senior Communications Manager with more than 25 years of progressive experience across public sector administration, media management, journalism and client-facing marketing. Proven track record of serving the Thurston County community, elected officials and county departments with customer service mindset. Experienced in implementing countywide communication projects, managing high-stakes media relations and leading digital service transformations. Certified UX designer skilled at translating complex concepts into accessible content.

CORE COMPETENCIES

- **Strategy & Campaigns** - Countywide Communication Strategies, Public Policy Administration, Brand Standards Alignment
- **Content & Media** - AP Style News Releases, Media Relations, Scriptwriting, Storyboarding & Speechwriting, Livestream & Broadcast Production
- **Digital & Creative** - UX & Digital Accessibility Compliance, Adobe Creative Cloud, Website Usability, SEO & Web Analytics
- **Operations & Leadership** - Project Management, Budgeting & Grant/Fiscal Management

PROFESSIONAL EXPERIENCE

Thurston County Government – Olympia, WA

Interim Public Information Officer | January 2025 - Present

- **Countywide Strategy & Advisory** Develop and advise on communication strategy, frameworks and messages that favorably position the county to the community and stakeholders in rapid-response conditions under intense public and media scrutiny. Collaborate with county departments to support content creation and visual design aligned with organizational goals.
- **Media Relations & AP Style** Research and write high-impact professional news releases, talking points and media responses with clear, comprehensive detail providing engaging and complete narrative to gain extensive published coverage for county programs, infrastructure projects and regional initiatives. Serve as point of contact to media inquiries.
- **Social Media Management & Digital Design** Manage daily social media activities; design graphics, infographics and signage; create and publish pithy, punchy content for county social media channels, websites and newsletters that weave in county communications strategy, and aligned for continuity. Respond to community comments with professional courtesy and customer service mindset.

- **Multimedia Production** Script, storyboard and direct short informational videos to clearly, quickly explain and create favorable stakeholder response to complicated concepts. Act as technical director using livestream production equipment to manage video switching, audio capture, graphics integration, and stream encoding to broadcast and record public meetings.
- **Policy & Training Leadership** Develop comprehensive communication policies, procedures, and trainings including leading internal one-on-one training, workgroups and project teams. Lead website improvements for usability, and accessibility.

Department Public Information Officer for CPED | 2015 – December 2024

- **Elected Officials & Community Collaboration** Partnered closely with the Board of County Commissioners, department heads and community stakeholders to deliver transparent plain-talk community information that built long-term public trust.
- **Campaign Execution & Public Policy** Led a multi-year public affairs and behavior-change campaign regarding sensitive cross-agency regulatory mandates, successfully aligning community sentiment behind the county's HCP initiative.
- **Fiscal & Budget Management** Directed a \$200,000 outreach and grants portfolio, demonstrating competency in establishing and controlling budgeting, managing grants and optimizing financial management processes.
- **Visual Content Creation** Utilized Adobe Creative Cloud (Illustrator, Photoshop and InDesign) to designing compelling graphics, infographics, signage and visual materials for print and web platforms aligned with brand standards.
- **Event & Outreach Coverage** Coordinated and led countywide outreach and public engagement developing relationships with realtor, builder and ag communities. Provided comprehensive event planning and relationship management, including evenings and weekends.

Washington State Employment Security Department - Olympia, WA

Internet Communications Manager | 2012 – 2015

- **Website Usability & UX** Led a full digital transformation of the agency's public website with a strict focus on user experienced (UX) and improving accessibility, significantly reducing application abandonment and call center volume.
- **Content Management Systems** Directed content creation, web analytics, wireframing and administration for high-volume public service platforms using enterprise content management systems.
- **Digital Newsletters & Branding** Launched and branded agency-wide social media architectures and coordinated email newsletter programs to streamline public inquiries.

Earlier Career Experience | Media, Marketing & Tech

Operations Analyst | Webtrends – Portland, OR | 2006 – 2012

- Streamlined international sales operations, optimized data-driven metrics, and managed cross-departmental collaboration to maximize operational efficiency.

Project Director & Client Relations | Planned Marketing Solutions – Portland, OR | 2003-2006

- Managed integrated B2B and B2C marketing campaigns and branding for high-tech clients achieving 100% client retention and increasing agency revenue by 22%.

CBS News Reporter & Producer | KOIN – Portland, OR | 2000 – 2003

- On-air reporter covering legislature, transportation, and community affairs for major market.

EDUCATION & CERTIFICATIONS

- MBA, Duke University (Global Executive Master's in Business Administration)
- BA Journalism, Texas Tech University
- User Experience (UX) Design Certification | Nielsen Norman Group

TECHNICAL SKILLS & INSTITUTIONAL KNOWLEDGE

- **Software** Canva, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Express), Microsoft Office Suite (PowerPoint, Word, Excel), Hootsuite, Google Analytics, Sight Improve, ConstantContact
- **County Knowledge** Strong institutional knowledge of Thurston County government structure, regional community demographics, public records, communications law and the local economic drivers and climate.