

Sadhna Morato-Lindvall



W O R K H I S T O R Y

Media Relations Manager – American Cancer Society Midwest Division; Pewaukee, WI July 2004-Present

Leads team of Media Relation Coordinators in four states; in charge of developing messaging, media tactics and tracking to implement the American Cancer Society's communication plans and strategies in achieving the organization's 2015 goals; assists team in goal setting and in publicizing ACS efforts in education, services, resources and advocacy; serves as spokesperson for organization on a variety of ACS initiatives; direct liaison to VP of Communications and Senior Management Team.

Marketing and Public Relations Coordinator – Private Industry Council; Milwaukee, WI June 2004-July 2004

Served as media contact for workforce development board in Milwaukee County; Updated and renewed promotional materials for youth organization programs; Led *REACH for the Arts* 2004-05 program, targeting youth served in the Private Industry Council's youth organizations; direct liaison in updating and helping youth organization comply with EEOC standards. Served as content editor for Youth Newsletter agreement with Gumbo Magazine; created and brokered print ads for youth organization.

Communications Director - Milwaukee County Executive Scott Walker; Milwaukee, WI August 2002-June 2004

Senior Staff member to Milwaukee County Executive Scott Walker; in charge of conducting public and internal media, events and projects, and fulfilling publicity needs for county executive. Served as media spokeswoman and community representative for the County Executive's Office. Responsible for handling media requests in a timely manner, and coordinating internal communication for an estimated 7,000 county employees and retirees. Led internal communication director meetings with representatives from county departments and programs and managed messages from their departments with input from county executive's office. Served as liaison between the County Executive Office and departmental media needs/requests and events. Developed and circulated employee e-newsletter "the County Communicator", which was distributed throughout county government and posted on government website.

Health Communications Officer - Milwaukee Health Department; Milwaukee, WI March 2002-July 2002

Senior management position with the Milwaukee Health Department (MHD); worked closely with local and national media, other city communication directors and with the office of Mayor John Norquist; led message development and dissemination for internal and external communication; managed Graphics Division and staff. Editor of "Healthy Times" newsletter, distributed to MHD employees, local leaders and community partners throughout the Milwaukee area.

Reporter - Avante: Leaders in the New Economy; Milwaukee, WI December 2001-March 2002

Freelance reporter and co-host for a community-based television show, highlighting businesses and economic trends in Southeastern Wisconsin.

**Reporter - WISN-Channel 12; Milwaukee, WI
September 1999-December 2001**

Morning Show reporter; responsible for general assignment reporting and breaking news; conducted five live shots each morning, plus a live noon report on a new news story for noon and taped version for evening newscast.

**Reporter, Fill-in Anchor - KETV-Channel 7; Omaha, NE
January 1997-September 1999**

Daily Live and spot news reporting; Refined teamwork skills by working closely with photojournalists throughout story development, and still making newsroom deadlines.

**Anchor/Reporter - KIMT-Channel 3; Mason City, IA
January 1996-January 1997**

Anchored and produced daily 1 1/2 hour morning show preceding CBS "This Morning"; Worked as a one-man-band reporter: developed shooting, writing and editing skills. Hosted one-hour Sunday morning news show "Newsmaker"; scheduled interviews and topics for production.

Field Producer - Peter Jones Productions, Los Angeles, CA 1996

Contributed to an award winning *Arts & Entertainment Biography* series on the life of Judy Garland.

Field Producer/Intern - WGN TV; Chicago, IL 1995

Assisted in covering and developing news stories in the Chicago Metro Area.

E D U C A T I O N

Bachelor of Science degrees in Journalism and Geography/Environmental Science;
University of Iowa, Iowa City, IA--1995

C O M P U T E R S K I L L S

Experience with Adobe PageMaker 7.0; Microsoft Works, Excel, Project, Word, Access, PowerPoint and Publishing software programs; Proficient in using the following newsroom software systems: AP, *Newstar* and *Basis*.

A W A R D S

Emmy Award: for contribution to award-winning Arts and Entertainment/ Biography series-1997

I N T E R E S T S & A C T I V I T I E S

- Future Milwaukee, 2004 Class
- Hispanic Professionals of Greater Milwaukee, Board Secretary (2003-Present)
- Latino Arts Board-Active Member (2002-Present)
- PRSA-Member (2003-Present)
- Wisconsin Coalition of Asian-Indian Organizations-Board Member (2003-Present)
- Milwaukee Press Club-Member (2003-Present)
- UPAF-Co-Coordinator for Milwaukee County/Volunteer (2004)
- American Diabetes Association/Milwaukee-Volunteer (2002, 2003)
- American Heart Association Walk Coordinator-Milwaukee County (2003)
- Milwaukee Alliance/Step-Up Milwaukee-Southside Revitalization Project-Volunteer (2002)
- AFTRA Member (1996-1999)
- Cystic Fibrosis Foundation of Nebraska (1996-1997)
- Nebraska Public Health Association/Health Issues Involving Minority Women (1996-1998)

References Available Upon Request