

Linda B. Ferentchak

Marketing & Communications Specialist

Education

MASTER OF BUSINESS ADMINISTRATION
Marketing Focus, Colorado State University

BACHELOR OF ARTS
Technical Journalism/Public Relations,
minors in business and political science,
Colorado State University

NEW HORIZONS COMPUTER LEARNING
Courses completed in HTML programming,
Dreamweaver, Adobe Indesign,
Adobe Acrobat, PowerPoint, Excel

Professional Affiliations

Accredited Public Relations (APR)

PUBLIC RELATIONS SOCIETY OF AMERICA

BUSINESS MARKETING ASSOCIATION

Awards and Recognition

BUSINESS MARKETING ASSOCIATION
Colorado Chapter
Gold Key Award – Silver for Pro Bono B2B

NATIONAL INVESTOR RELATIONS INSTITUTE
Rocky Mountain Chapter
Summit Award for Best CEO Letter
Summit Award for Annual Report Excellence

PUBLIC RELATIONS SOCIETY OF AMERICA
Colorado Chapter
Gold Pick Award for Annual Reports
Gold Pick Award for Special Public Relations
Award of Merit for Feature Writing Excellence

AMERICAN MARKETING ASSOCIATION
Silver Peak Award Winner for Annual Reports

INSTITUTE OF FINANCIAL EDUCATION
First in national newsletter competition - 4 years

References available upon
request

Work Experience

FINANCIAL COMMUNICATIONS ASSOCIATES, INC.
Consultant/Financial Writer - Englewood, CO

Initial Task: Investor Relations for publicly traded companies

- Wrote and produced in excess of 25 corporate annual reports and video reports, with accompanying quarterly reports, financial press releases and analyst presentations
- Conducted analyst outreach and surveys for Qwest, TCI and other corporations
- Drafted executive speeches on topics ranging from financial performance to industry outlook
- Created white papers on opportunities for growth
- Created policy manuals/corporate contribution procedures
- Trained in-house investor relations staff
- Conducted public relations campaigns for securities firms

Evolution: Marketing support for money managers and investment professionals

- Develop marketing materials for mutual funds, hedge funds, individual money managers and registered investment advisors, including newsletters, direct marketing campaigns, advertising, brochures, public relations campaigns, articles
- Wrote and coordinated production of some 30+ web sites for financial companies ranging from trust companies to money managers and service providers
- Write and produce a subscription newsletter for investment advisers, now in its 24th year
- Organize and coordinate national and regional RIA conferences
- Create proprietary marketing tools, including presentations and brochures that are customized for individual investment management firms
- Created marketing and public relations outreach programs for association of registered investment advisors for 23 years, including conference brochures and promotion, web sites, newsletters, advertisements, presentations, media outreach, authored articles, sponsor solicitation, etc.
- Columnist for *Proactive Advisor* - an online magazine for investment advisers and registered reps

THE BATES GROUP, INC. - Account Executive - Denver, CO

- Created investor communications – annual and quarterly reports, fact sheets, presentations, call scripts

BANK WESTERN - Public Relations Manager, Assistant VP - Denver, CO