






LU DUMAS

PROFESSIONAL COMMUNICATOR

CONTACT

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 2729 Hayes Hill Place
Cary, NC 27519

EDUCATION

UNIVERSITY OF NORTH CAROLINA WILMINGTON

Master of Arts

Integrated Marketing
Communications

OHIO UNIVERSITY

Bachelor of Science

Journalism- Radio/TV News

EXPERTISE

- IMC Specialist
- Media Relations
- Crisis Communication
- Brand Analysis/Audits
- Social Media Marketing
- Public Relations
- Content Creator
- Diversity & Inclusion
- Strategic Marketing
- Event Planning
- Interpersonal Skills

PROFESSIONAL PROFILE

Seasoned professional of 20+ years in television news, radio, public relations, and brand development. Strong investigative skills combined with the innate ability to captivate an audience through distinctively engaging storytelling. Charismatic and refined public speaker. Tenacious self-starter and dedicated lifelong learner with a proven record of positive image branding and relationship building. Passionate about serving the community.

PROFESSIONAL EXPERIENCE – INNOVATIONS

Public Relations Specialist

919 Marketing / 2021 - Present - Raleigh, NC

Design and implement targeted PR strategies that complement clients' marketing goals and brand identity. Develop and execute public relations plans to boost brand visibility and media engagement. Tailor communication strategies to engage specific audiences and integrate with broader marketing efforts. Build and maintain relationships with essential media, journalists, and influencers to enhance client exposure. Serve as the primary contact for clients in media interactions, ensuring accurate message delivery. Achieve notable story placements in leading publications and digital media. Create compelling content, such as press releases, pitches, blogs and social media updates, to articulate clients' stories and key points. Use storytelling to emphasize clients' unique offerings and successes. Apply PR and analytics tools for monitoring media mentions, assessing campaign performance, and deriving insights for strategy refinement. Provide detailed reports on PR outcomes, media reach, and the contribution of public relations to marketing objectives. Work collaboratively in teams to meet strategic goals.

Podcast Co-Host

The Bob and Lu Show / 2019 - 2022 - Raleigh, NC

Built a successful podcast from the ground up which earned 1,200+ downloads and 200,000+ streams per episode. Three-day per week, award winning national podcast. Negotiated with large-scale accounts for advertising. Successfully engaged the community at large. Managed all aspects of social media presence. Masterfully created a well-recognized brand.

- ◇ *Voted 2019 Best Local Podcast by Indy Week in Raleigh, NC*
- ◇ *Voted Best Local Podcast Maggy Awards 2021, 2022*

ENDORSED SKILLS

- Emotional Intelligence
- Team Leadership
- Communication
- Negotiation
- Customer Relations
- Creativity
- Branding
- Flexibility
- Problem Solving
- Project Management
- Innovation
- Social Media Marketing
- AP Style Proficient

INNOVATIONS CONTINUED

Licensed Realtor

EXP Realty / 2021 - Present - Raleigh, NC

Norris Team Realty- Referral Agent

Executive Director

Bob's Buddies / 2007 - Present - Raleigh, NC

Visionary of a successful charity benefiting pediatric brain tumor research. Spearheads and manages all fund-raising efforts, program development, marketing, and event planning. Coordinates all events including live 8-hour social media fund-raising telethon and fashion show. Works diligently with radio executives on major accounts, negotiating terms for advertising and donations for charity. Achieves yearly goals through relationship building and interpersonal communication. Masterfully created a well-recognized brand.

- ◇ *Charity raises **more than \$100,000** yearly free of added expenses such as staffing*
- ◇ ***\$2 Million +** raised since inception*

Co-Owner/ COO

Bobby J's Original Salsa / 2010 - 2014 - Raleigh, NC

Helped build up business from the ground up. Runs this family business in all aspects including enhanced marketing exposure through effective website management; direct correspondence with clients, media, and industry specialists; communications strategies, plans and budget management. Creator of all internal and external communications including news releases, advertising, and social media marketing.

Owner, Public Speaker

Hiscom / 1998 - 2006 - Raleigh, NC

Sought after workshop and conference speaker for corporations and non-profit organizations. Workshops highlight effective business management tips and techniques such as: marketing, branding, and publicity. Serves as a professional consultant providing long-term and short-term strategic planning for organizations of any size. Highly effective trainer for business executives and leaders. Actively teaches business professionals how to communicate with the media based on years of experience in the news industry.

- ◆ *"The Board of Directors & Development Committee of Triangle Aphasia Project Unlimited requested a consultant to provide training in the area of branding and marketing. Our decision to secure Lu Dumas for this opportunity proved impactful and game changing for our organization. Lu provided an educational and empowering workshop, teaching us more than cookie-cutter techniques...rather, she guided us through the process allowing us to take ownership and feel connected as a growing nonprofit*

-Maura Silverman, MS, CCC/SLP

Founder/Executive Director Triangle Aphasia Project

COMMUNITY

Wake County Public School System Business Alliance

(Apex Friendship High School)

Contributed to guiding high school students in achieving their career goals, demonstrating a deep commitment to nurturing future generations and fostering educational development.

CERTIFICATIONS

- Social Media Marketing
- Walk West-Strategic Marketing
- Google Analytics
- Microsoft (Word, Excel, PowerPoint, Teams)

PROFESSIONAL EXPERIENCE – BROADCASTING

News Anchor/Reporter/Show Host /Radio Personality Co-Host

WNCN-TV Raleigh, NC

UNC-TV RTP, NC

KXAN-TV Austin, Texas

KSBW-TV Monterey, California

KIEM-TV Eureka, California

Broadcasting veteran of 20 years. Acquired notable skills in multiple areas of journalism such as anchoring newscast, script writing, news reporting, press conference coverage, and interviewing. Made promotional appearances at public events for TV and radio stations. Recognized for excellent work as a freelance documentary creator by collaborating with syndicated shows.

- ◇ *Syndicated shows on: **The Discovery Channel** and **Entertainment Tonight***
- ◇ *Evening Magazine show aired on statewide Public Television **UNC-TV***
- ◇ *Noteworthy Interviews include **Rosa Parks, Maya Angelou, Henry Winkler, Prince Philip, Michael Jordan, Clint Eastwood***
- ◇ ***G105 Bob and the Showgram** morning radio show co-host-fill-in*