

Virginia Jefferson

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PUBLIC RELATIONS EXECUTIVE

Public Policy | Public Affairs | High-Tech | Investor Relations | Crisis Management

Executive Summary

- Editorials
- Internet Research
- Media Analysis
- Media Relations
- Media Sources
- News Coverage
- Political Trends
- Press Releases & Materials
- Public Contacts
- Public Relations Strategies
- Public Speaking
- Publicity Programs
- Script Development
- Speech Drafting
- Special Events Coordination
- Special Interest Groups
- Spokesperson
- Working with the Press

Public-relations/public-policy professional offering law degree and 15 years of significant and progressive experience in public relations, public affairs, business/legal advising, and communications, along with a strong record of success in all endeavors.

Take-charge leader with solid team-building skills, having developed effective team of attorneys, paralegals, and support staff to better meet client needs; proven ability to enhance employee satisfaction and performance; consistently earn high ratings from subordinates.

Politically savvy consultant who monitored and analyzed public policies for US Democratic National Committee Chairman and candidates for US House of Representatives.

Articulate communicator experienced in guiding numerous corporate clients through managerial and market changes.

Strong consensus-builder skilled in counseling corporate clients on strategic issues related to initial public offerings of securities.

PROFESSIONAL EXPERIENCE

Director, Legal Affairs, Interactive Arts, Palo Alto, CA, 2006 to present

Senior Legal Counsel, Interactive Arts, Palo Alto, CA, 2005 to 2006

- Improved company's market position by successfully negotiating purchase of key software product from company's leading competitor.
- Maintained international sales-team cohesiveness after resignation of key personnel, enabling team to continue generating revenue pending sale of company.

Senior Visiting Fellow, International Immigration Rights Law Institute, Berkeley, CA, 2002 to 2005

- Created report improving Institute's ability to communicate its mission to prospective donors.
- Advised Institute on inter-governmental and regulatory framework impacting Institute's immigration initiative and proposed creative solutions using the Internet and stakeholder feedback opportunities to increase Institute's effectiveness.

Independent Legal and Business Advisor, Atherton, CA, 2000 to 2002

- Enabled videogame company to focus on core games business by executing sale of profitable virtual makeover products.
- Guided management, investors, and board of directors of e-commerce company through pre-IPO actions, resulting in successful completion of IPO.
- Organized and executed venture-capital financing seminar for Silicon Valley venture capitalists in San Jose, CA, as customer marketing tool, resulting in positive customer feedback and improved customer relations for seminar sponsor.

Contributing Editor, *The Furley Group*, Los Angeles, LA, 1998 to 2000

- Wrote and edited content for best-selling national trade publication with result that high-profile authors met deadlines amid publisher's book cancellation threats.

Associate, *Smalls, Bogan, and Ziffra*, Palo Alto, CA, 1996 to 1998

- Doubled division's client revenues within a year.
- Dissuaded venture capitalists from canceling \$25-million investment client needed for upcoming payroll.
- Analyzed and edited client communications, resulting in elimination of government penalties.
- Self-motivated to achieve client and firm goals through daily project-tracking system, while updating colleagues on client developments.
- Identified risks associated with client business-development strategies and provided strategic advice on disclosing nature of risks to stakeholders.

Account Coordinator, *Bayne and Associates*, Los Angeles, CA, 1997

- Improved congressional candidates' voter poll performance by writing print and TV advertising copy in California, Florida, and New York.

Assistant to Research Director, *Bumpus for Senate Campaign*, Los Angeles, LA, 1996

- Wrote position papers and press releases for media expressing Sen. Bumpus' views on trade, defense, and social policies, contributing to his success in a hotly contested race.

Intern, *Democratic National Committee*, Washington, DC, Summer 1995

- Analyzed, wrote, and edited DNC Chairman Clint Storm's supporting documents for national speaking engagements, resulting in Chairman's increased efficiency and confidence in department's work product.

EDUCATION

Juris Doctor, Yale Law School, New Haven, CT, 1995

Editor, *International Law Journal*

Bachelor of Arts in Political Science, Concentration in International Relations, with Departmental Honors, University of California, Berkeley, CA, 1990

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America
- National Communications Association
- Canadian Public Relations Society, Inc.
- Yale Alumni Association
- UC-Berkeley Alumni Association
- California Bar Association
- American Bar Association

