



Tipitina Communications, Inc.

Compelling, Concise, Clear

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Rebecca Them



REBECCA THEM has communications and writing experience across a wide range of topics, industries, formats and outlets. She began her career as a reporter for daily newspapers and continues to freelance for media outlets and content-rich websites. She also has senior corporate communications and PR experience for companies in sectors including print and online media, consumer products, casino gaming and manufacturing. She currently supports a range of businesses with writing, promotional, social media and blogging activities.

Her marketing and PR accomplishments include a successful stint as Director of Communications for **Playboy Enterprises, Inc.** (*yes, she's been to the Playboy Mansion, but only during daylight hours*); directing external, internal and financial communications for **Ameristar Casinos, Inc.**, a \$1 billion NASDAQ-listed gaming company with operations in six states; overseeing North American internal, governmental and external communications for **UPM**, a European-based, NYSE-listed, \$7 billion global manufacturing company; and building a PR program to differentiate **Britannica.com** from its better-known print sister, *Encyclopædia Britannica*.

In those roles, Rebecca represented her companies and clients with reporters, employees, investors, politicians and community leaders in the midst of corporate acquisitions, new product launches, executive appointments and defections, plant and facility closures, workplace deaths and injuries, labor union strikes and major workforce reductions. In all of those roles, Rebecca **served as de facto lead corporate writer and editor**, expanding and improving the clarity, organization and aesthetic presentation of a wide variety of content, including overseeing **design and production of print and online collateral** such as annual reports, brochures, web sites, four-color magazines, press kits and videos.

In her reporting and corporate ghost writing roles, Rebecca has researched and written compellingly about topics as varied as U.S. staffing and employment trends, insurance fraud, authentic leadership, political patronage, expansion of casino gaming in the United States, bad bosses and "Mad Men." She is active on a number of social media sites, including LinkedIn, Facebook and Twitter and currently works with a number of companies to improve their public profiles deploying social media.

An adjunct communications instructor at Nevada State College, Rebecca holds bachelor's and master's degrees from **Northwestern University** in journalism and marketing communications, respectively, and a master's degree in journalism from **The Ohio State University**, where she was a fellow in the **Kiplinger Midcareer Program in Public Affairs Reporting**, a fellowship endowed by the Kiplinger media family. She lives with her family in suburban Las Vegas.

Portfolio is available at <http://www.tipitina.biz/portfolio.html>

PR/Marketing Campaigns and Writing & Marketing Collateral Samples

Editorial/Business Writing

Links to articles Rebecca freelanced for periodicals including the Chicago Tribune, MSN Money, Christian Science Monitor, The Wall Street Journal and Insure.com.

[Coaching Authentic Leadership](#) or how a corporate exec with a \$1 million + salary, boatloads of stock options and a Benz in parking space #1 can communicate that he understands and empathizes with Joe or Jane Every Employee (CoachingCommons.org)

[Frozen in time: How life insurance can make you immortal](#) (Insure.com)

[How insurance companies know if you're lying](#) (MSN Money)

[Outplacement Advice: Should You Take It or Leave It?](#) (*The Wall Street Journal*)

[Can they treat you like that? You bet your dwindling assets they can](#) (*Chicago Tribune*)

[When Bad Bosses Happen to Good People](#) (*Chicago Tribune*)

[Create Your Own Parachute](#) (*Chicago Tribune*)

[Short-Form \(Blog-Length\) Career-Related Articles](#)

[Judgment day: What's your life insurance classification?](#) (CompuQuotes)

[Health care policyholders less satisfied with their insurance companies in 2009, national survey shows](#) (HealthQuote360.com)

Feature & Health Writing

[A heart-breaking choice: The family dog or home insurance](#)

[Workplace accident forever changes lives of employee and family](#)

[Factoring in Infertility](#)

[Gender Roles & Money: When Mrs. Outearns Mr.](#)

["Mr. Big" as a Metaphor for All the Bad Boys](#)

Blogging

[Conservative Iconoclast Rush Limbaugh Conducts Ultimate Protest Against New York's High Property Taxes: He Moves](#)

[More women than men receive home care](#)

[Case against layoffs: Killing workers \(literally\), the economy — and even the bottom line](#)

[Americans who still have job eager to find new one](#)

[Why jobs are coming back far more slowly than they were eliminated](#)

[Number, length of layoffs up, but severance down](#)

[Short-Form \(Blog-Length\) Career-Related Writing Samples](#)

Corporate Ghost Writing

Articles Rebecca ghost wrote and, where applicable, placed for the respective bylined executives.

[CEO Newspaper Op-Ed Regarding Benefits of Expansion of a Regulated Industry](#) (*Denver Post*)

[CEO Short Book Chapter About Global Expansion of Company's Brand](#)

(International Advertising Association)

[Executive Trade Journal Commentary Regarding Needed Legislative Reform](#) (*Traffic World* magazine)

[Shareholders' Letter – Annual Report](#)

News Releases & Press Materials

Rebecca has overseen thousands of successful "earned media" placements and interviews on behalf of her employers and clients. Below are links to examples of news releases and press kits she has prepared.

[Miscellaneous News Releases](#)

[Miscellaneous Business News Releases](#)

[Press Kit Elements](#)

Marketing Collateral

Below are links to marketing collateral for which Rebecca wrote and edited content and oversaw design and production.

[4-Color Magazine](#)

[Congressional Positioning Paper](#)

[Annual Report](#) (*full*)

PR & Marketing Campaigns

Below are links to brief case studies of PR and marketing campaigns Rebecca has overseen.

[Planning and deploying a national PR campaign for a new client](#)

[Communicating a "New" Playboy](#)

[Repositioning a Venerable Brand](#)

["The Donald" Takes on the BHAG](#) (Employee Communications)

[That's sooooo interesting!](#) (Customer Communications)