

Barbara Klein

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A proven professional, I develop and implement strategic communications plans that reinforce or redefine brands and speak to target audiences through a range of mediums. In other words, I have experience telling the right story to the right people—and can get started right on day one.

Experience

Founder, BKommunications | 2012 – Present

Creative Director and Project Manager

With expertise in industry sectors including higher education, nonprofits, consumer brands, and media, I tailor each project to meet the specific needs of each client.

- Develop marketing strategies and campaigns based on brand, target audiences, mediums, and messaging.
- Create—from concept to fulfillment—video, audio, web, and print materials including original content, press kits, and feature articles.
- Build and manage teams of designers, photographers, and videographers.
- Partner with clients and creative teams to cultivate the right environment for collaboration.
- Guide and manage projects through the development process, put ideas into motion, and assess outcomes.

Highlights:

- Created the brand name and identity for “The Innovation Equation,” a symposium hosted by UPMC and Pitt UCIS. Collaborated with in-house design team to develop invitation, registration site, PowerPoint slides, name tags, signage, video, swag, and printed program. In addition, worked with UCIS director to create his opening remarks.
 - “The feedback from the attendees during and after the event was overwhelmingly positive. I think the ‘Innovation Equation’ is a recipe for success and provides an excellent platform for engaging potential partners,” Cara Carreon, Senior Director, Strategic Marketing & Communications, UPMC International.
- Developed the concept and continue to produce the “Real Patients. Real Stories” radio advertising campaign for Scott & Christie Eyecare Associates. The live, unscripted talk-show format is achieved by pre-interviewing each participant, providing talking points to the on-air host, and collaborating with in-house editors during each recording session. Frequently updated with fresh personalities, this long-running campaign remains a vibrant source of new clients, according to patient surveys.

Reporter and Writer

From assigned topics to developing and pitching original ideas, my goal is always to tell a thoughtful, thought-provoking story whether it's in the form of a 2000-word feature article, a three-minute audio essay, or a first-person chronicle. In addition, my ability to collaborate with editors and producers is an essential component of my creative process.

- National placements include *Family Circle*, *Redbook*, *Vogue*, and NPR's *All Things Considered*.
- Regional publications include *Carnegie Magazine*, *Pittsburgh City Paper*, *Pitt Magazine*, *Pittsburgh Magazine*, and *Pittsburgh Post-Gazette*.

Highlights:

- As a guest commentator for NPR, I researched, wrote, and narrated a life-affirming essay exploring the story behind the names stamped on the bottom of paper bags. “Who is Alan Rumbo?” aired on NPR’s *All Things Considered*.
- As a regular contributor to *Carnegie Magazine*, I’ve written and researched several cover stories. Selected examples: “Of Faith and Fame” exploring the impact of Andy Warhol’s Byzantine Catholic faith on his art; “Starstruck,” a behind-the-scenes look at Warhol’s infatuation with fame and celebrity; and “Unraveling Race,” a frank overview of the man-made concept of race.

Adjunct Professor, University of Pittsburgh | 2010 – Present

Classes include Public Relations Writing, Persuasive Writing in Advertising, Written Professional Communications, and Creative Non-Fiction Sports Writing.

- Create a positive learning environment that encourages students to participate, share their ideas, and provide constructive feedback to one another.
- Craft assignments balancing communications theory with real-world skills, such as defining brand attributes, identifying target audiences, analyzing different mediums, developing messaging, and presenting and pitching ideas.
- Launched in-class speaker series giving students an opportunity to engage with professional practitioners from local media outlets (WTAE-TV, *Pittsburgh Post-Gazette*), public relations and advertising agencies (Edelman-NY, Brunner-Pgh.), and non-profits (Children’s Hospital of Pgh.).

Representative Student Comments:

- “I loved that this course was project/presentation based. I felt like Prof Klein really loved teaching this content, and that she wanted us to fully understand the public relations realm. I also liked how much she made a big deal about presentations, how they were like real life, and treat them as such.”
- “I like that she provided an interactive environment to interact with each other and express our ideas.”

Interim Communications Director, Pitt Global | November 2019 – March 2020

Embedded in the University of Pittsburgh’s top-ranked UCIS, I took the lead on several pending projects as well as initiated new branding and social media campaigns.

- Developed social media campaign during the COVID-19 pandemic to foster a sense of community during a time of social distancing, isolation, and fear. “Embrace the World” was built on the foundational concept expressed by the vice provost that Pitt Global doesn’t seek to change the world, but rather embrace the world and make it better.
- Collaborated with the director, senior staff, center leaders, and internal communications staff to advance initiatives.
- Developed branding strategies including a new visual identity and theme #YouAreWelcomeHere.
- Created marketing materials including banners, videos, and web-based content.
- Expanded reach to students by launching a successful Instagram account, complementing existing platforms.

Highlights:

- Earned additional bonus funds for Pitt Global by more than doubling the department’s number of individual Day of Giving donors from the previous year. This milestone was achieved by leveraging social media to target students and alums, printing “I Gave” stickers to create a visible community of support, producing videos featuring current students talking about their amazing global experiences, and hosting gatherings in the Pitt Global Hub. Touted as an “overwhelming success” by the vice provost.
- Created, developed, and produced a series of new promotional videos for multi-platform use. Taking a cost-effective approach, the more than 20 individual videos can now be edited to highlight different areas of content to achieve different goals. The videos feature Pitt students and faculty talking about the role the University has played in bringing Pitt to the world and the world to Pitt.

Creative Director, Markowitz Communications | 1997 – 2012

A Pittsburgh-based public relations and advertising boutique, we counseled high-profile national and regional accounts (PetSmart, United Way, Carnegie Library and Museums), and were noted for orchestrating local debuts of major brands (Cirque du Soleil, Krispy Kreme Doughnuts, Gilda's Club).

- Responsible for overall creative direction, as well adhering to budgets and deadlines.
- Interacted directly with clients, representing their needs and ideas to graphic designers, photographers, and vendors.
- Managed internal staff and outside vendors.
- Developed comprehensive advertising and public relations campaigns across different mediums.
- Produced and art directed photo and video shoots.
- Oversaw large-quantity print projects.
- Served as a mentor to college interns.
- Developed and pitched new business accounts.

Highlights

- Played a major role in transitioning the current PetSmart brand from its legacy as PETSMART, including multi-year campaigns to define the new brand as fun, indulgent, smart, and caring. Outreach included comprehensive direct-to-media campaigns such as the Halloween microsite that resulted in 9.5 million national and regional impressions during a critical retail moment.
- For Washington County Tourism, developed multi-channel advertising, created a new logo, introduced George Washington as the county's "spokespresident," and created a range of materials. According to the director of tourism, attendance throughout the region increased significantly.

Awards & Community Service

- Golden Quill Finalist, Western Pa. Press Club. Author, "The People Are the Light," *Carnegie Magazine*.
- Renaissance Award Finalist, Public Relations Society of America, Pgh. Creative Director, Markowitz Communications.
- Elected, Allegheny County Committeewoman.
- Created and enacted "Strum it Forward," a campaign to provide music lessons for local youth in partnership with Pittsburgh Guitars.

Education & References

Bachelor of Arts, Journalism. The Pennsylvania State University, State College, Pa.