

# BARBARA ANSELMO

5888 Calais Lane, St. Petersburg, FL 33714  
727/893-7251 office, 727/522-0292 home, 517/420-4850 cell  
barbanselmo@gmail.com

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## Education

Master of Business Administration, with distinction, University of Michigan-Flint  
Bachelor of Arts in education and French, Albion College, Albion, Michigan  
Study-Abroad Program, University of Grenoble (France)  
Architecture and language courses, Lansing Community College, Lansing, Michigan

## Licenses, Certifications and Other Training

Certificate in online teaching through Michigan Virtual University  
Sales training through New York Life and AP Capital (formerly Michigan Physicians Mutual)  
Life and Health Insurance License  
Board training through Michigan State University  
Elementary Teaching Certificate; Early Childhood Teaching Endorsement

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## Knowledge and Experience

- Strong background in marketing, management and teaching
- Extensive experience organizing new operations
- 11 years in medical liability insurance, including experience marketing insurance and risk management services for managed care organizations
- 15 years in supervision
- 10 years in online and classroom teaching and workplace training
- Knowledge of human resources management
- Experience with government regulations
- Success in generating new-business leads
- Experience with MS Office applications, Banner and Oracle records-management systems, online recruitment operations and interactive websites
- Excellent planner, organizer, motivator and team builder
- Skilled advertising, technical and news writer

St. Petersburg Police Department, St. Petersburg, Florida

**2006 – Present**

### **Training Supervisor**

Manage professional development training for police cadets, officers and civilian employees. Supervise three instructors and oversee grammar and writing program. Write curriculum and teach classes. Developed and manage college intern program, department-wide ethics training and civilian orientation. Assisted in developing officer mentor training. Mentor at Northeast High School.

Michigan State University College of Law, East Lansing, Michigan

**2001 – 2006**

### **Associate Director of Marketing and Communications**

Co-managed six-member department responsible for marketing strategy and implementation. Planned and wrote print and web materials targeted toward students, alumni, donors and employers. Planned multi-phase marketing campaigns, marketed events, handled media relations, and prepared and managed program budgets. Worked closely with students, faculty, administrators, alumni, trustees and vendors.

**Major accomplishments:** Co-directed initiatives resulting in record numbers of entering students, more top-performing students, and higher bar exam scores. Created national marketing campaigns resulting in increased reputation among employers. Organized new department, assessed staffing needs, established quality standards, and evaluated and overhauled marketing methods and materials. Won local and district advertising awards from the American Advertising Federation.

Lansing Community College, Lansing, Michigan

2000 – 2005

**Adjunct Instructor**

Taught online and face-to-face sections of technical and business writing. Taught fourth- and fifth-grade writing in the college's program for gifted and talented students, and created curriculum for the course. Taught writing and speech in the college's technology-based career program for high-school students.

AP Capital (formerly Michigan Physicians Mutual), East Lansing, Michigan

1988 – 1999

**Director of Marketing Services** (1996 – 1999)

Developed and managed seven-member lead generation operation with medical liability insurance company. Prepared and managed \$750,000 annual budget. Wrote and implemented regional marketing plans and proposals, working with sales staff in 10 states. Managed campaigns targeted toward customers, prospects and agents. Wrote direct mail pieces, product literature, advertisements and media communications. Managed prospect database and assisted in developing web-based sales operation. Participated in corporate strategic planning. Worked extensively with physicians, health administrators and medical societies.

***Major accomplishments:*** Organized department and developed corporate-wide lead generation operation producing response rates up to 25 percent. Created and implemented cost-saving priority system of handling initiatives and requests.

**Creative Services Specialist** (1994 – 1995)

Developed and managed company-wide creative operation to ensure quality, standardization, and cost containment. Provided writing, design and print-management services to internal departments. Trained and supervised creative staff.

***Major accomplishments:*** Organized new operation, developed procedures for processing work, and set quality standards.

**Communications Specialist** (1988 – 1993)

Planned, organized and implemented direct mail campaigns and proxy mailings. Wrote and designed sales proposals, sales literature, internal and external publications, advertisements and news releases. Conducted informational and statistical research for internal and external use. Analyzed statistics and tracked direct mail results using prospect database. Provided communications support to internal departments and trained company staff in communications skills.

***Major accomplishments:*** Was instrumental in establishing communications services for sales staff. Initiated in-house electronic layout of company publications.

PenCraft Communications, Lansing, Michigan

1987 – 1991

**Partner**

Created, organized and managed communications firm. Planned and implemented marketing, advertising and public relations campaigns. Conducted sales presentations. Worked extensively with statewide organizations. Supervised contract employees.

Michigan Association of Governmental Employees, Lansing, Michigan

1985 – 1987

**Membership Analyst**

Developed and managed membership promotion program for labor organization. Handled media relations and was liaison to state agencies. Analyzed membership and employment statistics. Devised and implemented strategies for promoting membership. Wrote and designed brochures and advertisements. Worked extensively with volunteer officers and conducted training in membership promotion.

***Major accomplishments:*** Developed new position and created programs resulting in 10 percent increase in membership.

Michigan Licensed Practical Nurses Association, Lansing, Michigan

1981 – 1984

**Director of Member Services**

Created and managed membership promotion and member services programs for professional association. Was registered lobbyist and liaison to state agencies. Prepared and managed program budgets. Wrote and designed publications, position statements and proclamations. Planned, organized and managed conventions. Gave speeches on nursing issues, trained association leaders, and worked with Michigan governors William Milliken and G. Mennen Williams. **Acting Executive Director** during 1984.

**Major accomplishments:** Developed new position and created programs resulting in 10-15 percent increase in membership.

WILX-TV, Lansing, Michigan

1977 – 1980

**Director of Community Relations**

Developed community relations position and program. Was liaison to government leaders, school administrators and community groups. Monitored and ensured station compliance with federal license renewal regulations. Planned and presented media relations workshops for community leaders. Developed and produced local programs. Wrote and produced television spots. Supervised administrative and production staff.

**Major accomplishments:** Developed new position and created programs resulting in increased use of station services by community groups. Worked with local school district to write and produce *Learn Not to Burn*, an educational series for students, with introduction by Michigan Governor William Milliken. Introduced local premiere of Norman Lear's *The Baxters*.

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## Partial List of Graduate Studies

- Human resources management and organizational behavior
- International management, marketing management and management strategy
- Management information systems, electronic commerce and technology-based education
- Operations management, quantitative analysis and corporate finance

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## Educational Presentations

Planned and conducted educational sessions on media relations, writing, marketing and membership promotion for Michigan State University Center for Urban Affairs, Michigan Office of Services to the Aging, United Way, American Red Cross, American Cancer Society, association leaders and company staff.

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## Additional Information

- Board member, Global Vision, Inc., Ann Arbor, Michigan-based educational and research foundation focused on peace science
- Member, American Society for the Prevention of Cruelty to Animals
- Member, National Trust for Historic Preservation
- Member, National Association for Female Executives
- Member, Mendelssohn Choir, Tampa
- Former member, church governing council, music committee and marketing committee
- Former member, Arthritis Foundation, American Red Cross and United Way public relations committees
- Speak, read and write French; have some knowledge of Italian, German and Spanish