

CLARISSARUCKER

clarissa@clarissarucker.com | Washington, DC



Career Objective

More than 20 years of customer service, marketing, consultation, technical support, project management, event planning and public relations experience in the communications industry.

Professional Experience

United States Department of Transportation, Public Affairs Officer

Driving strategic communications for the Federal Transit Administration's Region 5, supporting Illinois, Ohio, Minnesota, Wisconsin, Indiana, and Michigan. Develops and implements communication strategies that translate complex federal transit policies into clear, audience-centered messaging. Leads stakeholder engagement, media outreach, and digital content efforts to highlight funding opportunities, infrastructure projects, and policy developments. Notable achievements include spearheading communications for the \$1.97 billion Chicago Red Line Extension and \$149.9 million IndyGo Small Starts Grant Award, as well as coordinating a nationwide regional newsletter tailored to 10 FTA regions.

District of Columbia Department of Human Resources, Advanced Public Information Officer

Driving strategic communications and emergency operations to inform and engage internal and external audiences on key policies, programs, and services. Develops and executes comprehensive communication strategies, manages media relations, and coordinates messaging with key stakeholders, including emergency response teams. Oversees digital content, website updates, and social media engagement to enhance public outreach. Leads crisis communication efforts, ensuring timely and accurate information dissemination during emergencies. Plans and executes special events, public information campaigns, and strategic initiatives to strengthen visibility and impact. Supports leadership in media interactions and represents the organization at key events, stakeholder meetings, and emergency coordination efforts.

Associated Press, Senior News Systems Specialist

Providing expert technical support, training, and workflow optimization for newsroom systems across North, Central, and South America. Specializing in ENPS, AP Playbook, and integrated newsroom technologies, ensuring seamless operations in television, radio, and digital news production. Leads training sessions for technical and non-technical teams, mentoring new associates and

Education

Virginia University of Lynchburg,
Suma Cum Laude;
Master's in Business
Administration

Liberty University
Bachelor of Arts in Broadcast
Journalism;
Minor in Psychology

Certifications

Advanced Public Information
Officer
U.S. Department Homeland
Security, Jan. 2020

Social Media Management
Georgetown University,
Oct. 2016

Cybersecurity (Risk Mngmt)
Texas A&M Engineering
Service,
Oct. 2024

References

Available upon request

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Professional Experience -continued-

Associated Press, Senior News Systems Specialist

enhancing system proficiency. Builds, configures, and maintains server components and client workstations while certifying vendor integrations. Develops and implements efficient workflows, streamlining content dissemination for greater newsroom productivity. Strengthens vendor partnerships and client relationships through on-site demonstrations and global support. Assists in the development and promotion of new broadcast software, ensuring cutting-edge newsroom solutions that enhance news production efficiency.

ABC News (WSET-TV), Creative Services Producer

Leading multimedia design, marketing, and creative strategy to produce engaging content for television, clients, programming, news, and community initiatives. Oversees the development of marketing materials, publications, and digital assets that align with brand identity and communication objectives. Manages project workflows, coordinating design, copywriting, photography, and video production teams to ensure timely and high-quality deliverables. Maintains strong client relationships by conducting design briefs, overseeing production schedules, and ensuring brand consistency across all creative outputs. Collaborates with video marketing and digital teams to develop integrated campaigns while safeguarding content integrity through effective digital asset management.

ABC News (WSET-TV), Video-journalist/Editor

Capturing, producing, and editing compelling video content to deliver impactful news stories and public information. Exercises creative and technical decision-making in single- and multi-camera productions, ensuring high-quality video and audio for live and recorded broadcasts. Conducts interviews, verifies news leads, and crafts engaging visual narratives through effective scriptwriting and editing. Manages live shots, directing talent and coordinating production logistics for seamless on-air delivery. Oversees location setup, lighting, and equipment operation while maintaining and archiving captured content. Ensures broadcast equipment remains up-to-date and operational, including managing microwave and satellite transmissions for live newscasts.

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