

Leslie Asher Blair

AUSTIN, TX

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PROFESSIONAL EXPERIENCE

COMMUNICATIONS STRATEGIST/WRITER/EDITOR, 2020-PRESENT

ASHER-BLAIR COMMUNICATIONS, AUSTIN, TX

Writes, edits, and develops communications for a variety of clients including press releases, feature articles, brochures, reports, magazines, web content, blog posts, video scripts, social media, speeches, and books. Extensive experience in crafting communication materials to address diversity, culture, and community engagement. Significant background knowledge in PreK-12 education and issues in higher education.

EXECUTIVE DIRECTOR OF COMMUNICATIONS, 2008-2020

UT-AUSTIN DIV. OF DIVERSITY AND COMMUNITY ENGAGEMENT, AUSTIN, TX

Managed communications for a large division that included 40 programs and initiatives focused on diversity, campus culture, student support, K-12 outreach, and community engagement. Supervised a team of five professionals in the creation and development of more than 60 web sites, multiple social media platforms, a print and online magazine, newsletters, speeches, annual reports, brochures, and collateral for development and fund-raising.

COMMUNICATIONS ASSOCIATE/PROJECT DIRECTOR, 1998-2008

SOUTHWEST EDUCATIONAL DEVELOPMENT LABORATORY (SEDL), AUSTIN, TX

Planned and executed external and internal communications strategies, including strategies for media, public relations, and marketing for the large nonprofit organization. Served as editor and writer for SEDL's magazine, which had a circulation of 90,000. Developed and edited content for multiple newsletters and web sites.

EDUCATION WRITER, 1994-1996

TEXAS COMMISSION ON ALCOHOL AND DRUG ABUSE, AUSTIN, TX

Edited research and statistical reports regarding drug and alcohol use across the state. Wrote informational pieces for the general public. Prepared design and layout reports for publication using desktop publishing software.

COMMUNICATIONS COORDINATOR, 1989-1994

WATER RESOURCES RESEARCH INSTITUTE, NEW MEXICO STATE UNIVERSITY, LAS CRUCES, NM

Planned and executed strategies for media, public relations, and marketing for university department focused on water research. Edited research reports from approximately 35 hydrologists, geologists, and engineers each year. Managed library of 10,000+ scientific and legal documents and publications related to geology, water use, and water rights. Served as editor and writer for a quarterly newsletter and annual conference proceedings.

EDUCATION

- Bachelor of Science, Journalism, Texas State University
- Master of Arts, English (Professional and Technical Communications), New Mexico State University

AWARDS

- Higher Education Excellence in Diversity Award, 2012-2020

- President's Award, Precursors Inc., 2018
- Vice President's Award for Excellence, 2011, 2012, 2017, 2018
- Distinguished Achievement Award, National Association of Educational Publishers for SEDL's corporate magazine
- Marcom Platinum Award for SEDL's corporate magazine
- International Association of Business Communicators Silver and Bronze Quill Awards for SEDL's corporate brochure
- MarCom Gold Award for SEDL's website
- SEDL's Rogers Barton Award for outstanding work
- Various New Mexico Press Women Awards, 1990-1994 including awards for speechwriting, media releases and articles

SELECTED FREELANCE AND BOOK PROJECTS

- Writer, Sigma Pi Phi (professional fraternity) president, 2018-2020
- Editor, *As We Saw It: The History of Integration at The University of Texas at Austin*, UT Press, 2017
- Copyeditor, *Results Coaching: The New Essentials for School Leaders*, Corwin Press, 2015
- Copyeditor, *Demystifying Professional Learning Communities: School Leadership at Its Best* by Kristine Kiefer Hipp and Jane Bumpers Huffman, Rowman and Littlefield, 2010
- Copyeditor, *Results Coaching: The New Essential for School Leaders* by Kathryn Kee, et al., Corwin Press, 2010
- Copyeditor, *Guiding Professional Learning Communities*, by Shirley M. Hord, James L. Roussin, and William Sommers, Corwin Press, 2009

COMMUNITY SERVICE

- Advisory board, AMEN Project, UT School of Nursing, 2019-present
- Annual Giving Committee, UT Elementary School, 2011-present
- Publicity, Dr. Pound Pioneer Farmstead Fall Fest, Dripping Springs, 2006-2008
- Board, Friends of Dripping Springs Community Library, 1998-2002
- School Improvement Team, Dripping Springs High School, 1998-2000