

Vicki C. Mayk (pronounced “Make”)
www.vickimayk.com

Professional Profile

Seasoned communications professional. Award-winning newspaper reporter, magazine writer and editor and nonfiction writer. Teacher in college and community education classes in nonfiction writing, literary journalism, and memoir. Public relations and corporate communications manager in health care, higher education and publishing arenas.

Wilkes University (2016-present)

Senior Editor

Oversee all content for News@Wilkes, an online news site telling the stories of the people and programs of Wilkes University. Editor-in-chief of *Wilkes* magazine, the University magazine. Responsible for editing all print and digital non-admissions publications, including the President’s Report, advancement newsletters and publications for the University’s schools and colleges. Media relations contact assisting executive director of communications.

(2009-2016)

Director, Public Relations

Editor-in-chief, *Wilkes* magazine; wrote and edited Colonel Community employee newsletter; Handled all news media relations, including op-ed and feature story placement. Served as primary spokesperson for the university.

The Morning Call, Allentown, Pa.

(2005 – 2009)

Director, Communications and Community Relations

Provided strategic public relations support for Top 100 newspaper. Edited internal newsletter, wrote executive communications, supervised all corporate charitable support and sponsorships. Coordinated annual community holiday fundraising campaign.

St. Luke’s University Health Network, Bethlehem, Pa.

(2000 to 2005)

Marketing/Communications Manager

Developed marketing and public relations plans to reach targeted demographics for patient services for Hospice of Visiting Nurse Association of St. Luke’s, St. Luke’s Physician Group, St. Luke’s Allentown Campus, St. Luke’s Quakertown Hospital and Palmerton Hospital (a St. Luke’s affiliate). Responsibilities included content writing, special events, project management, news media relations, community relations, development and placement of print and broadcast advertising, and writing and production of collateral materials.

Kutztown University of Pennsylvania, Kutztown, PA

(1991-1999)

Director of Media Relations

Responsible for news media relations and public relations strategies at region’s largest public university, Founding editor of university magazine and parent newsletter.

**Muhlenberg College, Allentown, Pa.
(1988-1991)**

Associate Director of Public Relations and Editor, Muhlenberg Magazine

Managed and edited all college periodicals and major publications. Worked with college's senior administrative team to develop key messages for fundraising, branding and student recruitment. Launched college's first alumni magazine.

**Courier News, Bridgewater, N.J.
1983-1986**

Feature writer

Award-winning feature writer for daily newspaper serving multi-country area in central New Jersey

**Pittsburgh Post-Gazette
1977-1983**

Reporter (writing under name Vicki Jarmulowski)

Reporter at Top 100 daily newspaper covering local government and school districts in the eastern and western suburbs of the city of Pittsburgh. Covered one of the largest school desegregation cases in U.S history in 1981. Wrote features and stories on general assignment

Freelance Writing

Freelance writing has appeared in *Ms. Magazine*, *The New York Times* (regional editions), *Practical Homeowner*, *Cut Your Bills in Half* (Rodale Press), contributor to university magazines at Lehigh University and Lafayette College. Ghostwriting credits include articles in health care and manufacturing trade publications.

Teaching

"The Power of Story," first-year foundations course, Wilkes University, 2013-present

Noncredit memoir and nonfiction workshops, Maslow Family Graduate Program in Creative Writing, multiple sessions, 2013-2019

Memoir Workshop, Pennwriters, Inc., July 2018

"Healing Through Our Stories," writing retreat, Kirkridge Retreat Center, June 2017

"Words in the Sand," writing retreat, Ocean Grove, N.J., 2018 and 2019

"Going Past the Gate: Entering the Heart of Your Memoir," online workshop, February-March 2019.

AWARDS AND HONORS

- **Winner, Third Place, Remember in November Contest, 2011**, Hippocampus Magazine, for memoir "Verismo."
- **CASE, District 2, Silver Award**, Public Relations Event, Passport to Science, 2014.
- **CUPRAP, Bronze Award**, Public Relations Event, Passport to Science, 2014
- **Keystone Award**, Central Pennsylvania Chapter, Public Relations Society of America, External Publication, First-Place, *Wilkes* magazine. 2010
- The Communicator, **Crystal Award of Excellence for Print Advertising Campaign**, Hospice of the Visiting Nurse Association of St. Luke's, 2005

Awards continued

- **Award of Merit, Healthcare Marketing Report Awards, Advertising Campaign**, Hospice of the Visiting Nurse Association of St. Luke's, 2005
- **Award of Merit, Healthcare Marketing Report Healthcare Advertising Awards, Total Public Relations Campaign**, "Heart Healthy Challenge," Palmerton Hospital, 2005
- **The Communicator, Crystal Award of Excellence, Direct Mail Campaign**, St. Luke's Physician Group, 2002
- **20th Annual Healthcare Advertising Awards, Bronze Award, Direct-Mail Campaign**, St. Luke's Physician Group, 2002.
- **20th Annual Healthcare Advertising Awards, Bronze Award**, Visiting Nurse Association of St. Luke's, Capabilities Brochure, 2004
- **Aster Award for Excellence in Healthcare Marketing, Silver Award, Direct-Mail Campaign**, St. Luke's Physician Group, 2002.
- **International Association of Business Communicators (IABC), Lehigh Valley Chapter, First-place winner**, Ten Awards, 1994, The Written Word: *Back-to-School Feature Story Package* with Kutztown University College of Education Faculty.
- **National Association of Real Estate Editors**, 1987, Best Feature Story, *Cost Value Survey*, appearing in Practical Homeowner magazine published by Rodale Press.
- **The Society of Professional Journalists, Sigma Delta Chi, New Jersey Chapter**, 1986; First runner-up, best feature story series, for *The Family in Crisis*.
- **New Jersey Psychological Association**, 1986, Media Award for Feature Writing
- **International Reading Association**, 1982, Best Feature Story, Newspapers 500,000 circulation, for *Summer Is For Reading*.

Education/Training

- Master of Fine Arts, Creative Writing, Nonfiction Concentration, Wilkes University
- Bachelor of Science in Speech, Northwestern University, Evanston, Illinois
- Certificate, Council for the Advancement and Support of Education (CASE) Summer Institute in Communications, Notre Dame University.

Professional Memberships

Association of Writers and Writing Programs (AWP)

Public Relations Society of America (PRSA); Higher Education Section member

CUPRAP (formerly College and University Public Relations Association of Pennsylvania)

Community Involvement

- Member, Board of Directors, Planned Parenthood Keystone, 2020-
- Member, Community Outreach Committee, Northeast Pennsylvania Chapter, American Foundation for Suicide Prevention, 2018-present
- Graduate, Leadership Lehigh Valley, Class of 2006