

Shane Whitecloud MS - Ext:

Email shane@opemploy.org

Work Experience:**VA Sierra Nevada Health Care System**

975 Kirman Ave.

Reno, NV 89502 United States

08/2019 - Present**Hours per week:** 40**Series:** 1035 **Pay Plan:** GS **Grade:** 12-3**Public Affairs Officer** (This is a federal job)**Duties, Accomplishments and Related Skills:**

Serves as communications for the Medical Center, and as such is a point of contact for local and national media; is the liaison for veterans' service organizations, congressional staffs, community groups, professional organizations, etc.

Assists in the public affairs program for the Medical Center with responsibility for developing and providing direction involving public information, internal communications, VSO liaison, and community relations activities.

Developing reports along with recommendations to the Medical Center Director including implementation and monitoring strategies. Studies often consist of controversial and critical observations, interpretations, and findings that are independently presented with the resultant recommendations.

Coordinate photo and film coverage of programs and activities with medical media production service. Provides guidance in the area of photography and film for public information purposes.

Localizes material prepared for general release to the media; works with the VHACO and VACO Public Affairs Program Offices in the development of unified action on news stories that may have significant impact; markets information items to appropriate local and regional print and electronic media, and utilizes general and specialized news media to disseminate consumer information to various public. Manages and oversees all Medical Center social media.

Serves as a Medical Center point of contact for the media and public information inquiries and as the liaison with other medical centers, central office, the VHA VISN, and veteran organizations in the areas of public information and community relations. Sets up systematic programs for collecting information of news interest concerning Medical Center activities and personnel.

Supervisor: Stephanie Torian (7758295662)**Okay to contact this Supervisor:** Yes

Veterans Resource Centers of America

419 W. Plumb Ln.

Reno, NV 89509 United States

10/2013 - 08/2019**Salary:** 45,000.00 USD Bi-weekly**Hours per week:** 50**Public Relations****Duties, Accomplishments and Related Skills:**

- Create and maintain a favorable image for the VRC.
- Community outreach and liaison between the city, state, and federal officials and organizations.

- Craft media and press release forms & manage the website and online presence
 - Develop social media programs to shape public perception and increase awareness of our mission and goals.
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Lotus Radio Corp

690 E Plumb Ln
Reno, NV 89509 United States

04/2006 - 08/2019**Salary:** 15 00 USD Per Hour**Hours per week:** 20**On Air Personality****Duties, Accomplishments and Related Skills:**

- Public speaking and entertainment
- Create and manage engaging content on our website and social media platforms for our listeners and staff.
- Create, produce, edit, and market effective audio commercials and voiceovers that benefit our clients and listeners.

Supervisor Jave Patterson (775 329 9261)**Okay to contact this Supervisor:** Yes**Education:****Full Sail University** Winter Park, FL United States

Master's degree 3 /2018

GPA: 3.92 of a maximum 4.0**Major:** Business **Minor:** Business Law **Honors:** Summa Cum Laude**Relevant Coursework, Licenses and Certifications:**

- Summa Cum Laude with a 3.92 GPA
 - Several Course Director Awards and Honors, including Salutatorian.
 - All aspects of business, including finance, marketing, public relations, and business law.
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Full Sail University Winter Park, FL United States

Bachelor's degree 2 /2016

GPA: 3.92 of a maximum 4.0**Major:** Film **Minor:** Digital Cinematography **Honors:** Summa Cum Laude**Relevant Coursework, Licenses and Certifications:**

- Summa Cum Laude with a 3.92 GPA
 - Several Course Director Awards and Honors, including Salutatorian.
 - Create, edit, market, and distribute feature films, documentaries, commercials, and visual content.
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Language Skills:

Language	Spoken	Written	Read
English	Advanced	Advanced	Advanced

English

Spoken Advanced**Written** Advanced**Read** Advanced**Affiliations:**

Veteran Development Group, Inc 501(c)(3) - Founder

VA Secretary Sexual Assault and Harassment Prevention Workgroup Active Member

VHA PAO Steering Committee - Active Member

VA Secretary Sexual Assault and Harassment Prevention Strategic Engagement Internal Workstream Active Member

Professional Publications:

<https://blogs.va.gov/VAntage/86092/nurse-returns-retirement-help-heal-veterans/>

<https://www.va.gov/sierra-nevada-health-care/stories/a-housekeeper-with-a-halo>

<https://www.va.gov/sierra-nevada-health-care/stories/canine-comfort-for-our-veterans>

<https://www.va.gov/sierra-nevada-health-care/stories/prosthetically-gifted>

Many more feature stories published nationally

References:

Name	Employer	Title	Phone	Email
Lisa Howard (*)	VA Palo Alto Health Care System	Director	7755605645	lisa.howard@va.gov
Damian McGee (*)	Dept. of Veterans Affairs	Director, VISN 21 Regional Office	(816) 377-6488	Damian.Mcgee@va.gov
Stephanie Torian (*)	Dept. of Veterans Affairs	Chief, Community Affairs Service	(775) 505-4336	Stephanie.Torian@va.gov
Hillary Schieve (*)	City of Reno	Mayor	7753785589	schieveh@reno.gov
Tracy Spears (*)	Congressman Amodei	Constituent Service Representative	7754200782	tracy.spears@mail.house.gov
Kerry Durmick (*)	Senator Cortez-Masto	Constituent Service Representative	7756865750	kerry_durmick@cortezmasto.senate.gov
Katherine Miller (*)	Nevada Department of Veterans Services	Executive Director	7756881653	millerk@veterans.nv.gov

(*) Indicates professional reference

Lisa Howard (*)

Employer VA Palo Alto Health Care System
Title Director
Phone 7755605645
Email lisa.howard@va.gov

Damian McGee (*)

Employer Dept. of Veterans Affairs
Title Director, VISN 21 Regional Office
Phone (816) 377-6488
Email Damian.Mcgee@va.gov

Stephanie Torian (*)

Employer Dept. of Veterans Affairs
Title Chief, Community Affairs Service
Phone (775) 505-4336
Email Stephanie.Torian@va.gov

Hillary Schieve (*)

Employer City of Reno
Title Mayor
Phone 7753785589
Email schieveh@reno.gov

Tracy Spears (*)

Employer Congressman Amodei
Title Constituent Service Representative
Phone 7754200782
Email tracy.spears@mail.house.gov

Kerry Durmick (*)

Employer Senator Cortez-Masto
Title Constituent Service Representative
Phone 7756865750
Email kerry_durmick@cortezmasto.senate.gov

Katherine Miller (*)

Employer Nevada Department of Veterans Services

Title Executive Director

Phone 7756881653

Email millerk@veterans.nv.gov

(*) Indicates professional reference
