



CATHERINE STEDMAN

EXPERIENCE

**DIRECTOR OF COMMUNICATIONS AND OUTREACH
CENTRAL COAST COMMUNITY ENERGY
MONTEREY, CALIFORNIA**

January 2022 - Present

Oversees communications, customer/community engagement, and accounts services activities to promote Central Coast Community Energy (CCCE) programs and services. Identifies and implements strategies to increase overall engagement of the community and CCCE member agencies. Responsible for community outreach, energy programs promotion/outreach, public and media relations, customer enrollments and retention, and account management.

**MANAGER OF EXTERNAL AFFAIRS
CALIFORNIA AMERICAN WATER
PACIFIC GROVE, CALIFORNIA**

2005-2022

Comprehensive management of outreach campaigns for capital projects, rates, conservation, and customer service, including educational and marketing materials, social media, call center, and field staff communications, and media, stakeholder, and government leader outreach. Media spokesperson for print, broadcast, and digital media at the local, state, and national levels. Achieved record of successful, strategic, positive media placement and extensive crisis management experience. Cultivated and maintained meaningful stakeholder engagement, building community support on controversial issues among environmental, business, and non-profit community leaders, and elected and appointed officials at all levels of government.

**MANAGING DIRECTOR
ARMANASCO PUBLIC RELATIONS
MONTEREY, CALIFORNIA**

1999-2005

Provided oversight of all client services and developed complete and well-rounded communications plans and programs, while maintaining client budgets. Established and evaluated tasks for account executives, account assistants, and interns. Represented clients before various publics/audiences, providing counsel, analysis, strategy, and direction. Developed marketing and advertising plans for several clients, including residential property development companies, hospitality-focused

companies, and litigation support for land-use issues. Participated in and initiated new business development

EDUCATION

1998

MASTERS OF ARTS

MONTEREY INSTITUTE OF INTERNATIONAL STUDIES, MONTEREY, CA

International Policy Studies

1995

BACHELOR OF ARTS

HAMPSHIRE COLLEGE, AMHERST, MA

Liberal Studies

AWARDS

International Association of Business Communicators 2008 Gold Quill Award of Merit for "Stage 1 Conservation Campaign," Community Relations Category

Public Relations Society of America 2008 Edward L. Bernays Mark of Excellence Silver Bernays Award for Public Service, "Spring Into Action" Conservation Campaign and 2008 Bronze Bernays Award for Brochures, "Spring Into Action" Conservation Wheel

Public Relations Society of America 2009 Bronze Anvil Award for Excellence in Brochures

2013 MarCom Gold Award and 2014 Telly Award for "New Life for the Carmel River," Film, Video and Special Event category

International Association of Business Communicators 2015 Gold Quill Excellence Awards, Monterey Peninsula Community Relations Program
