



## *Dawn M. Harsch, Communications Director*

### **EDUCATION**

Bachelor's degree in Public Communication, concentration in Public Relations  
Buffalo State College, 1992

### **EXPERIENCE SUMMARY**

Mrs. Harsch possesses more than 18 years of experience in the development and implementation of communication and marketing plans for The McGuire Group - a company comprised of 2,000 employees, 1,000 long-term residents and 5,000 yearly rehabilitation patients, as well as McGuire Development Company - an organization with a portfolio of more than 2 million square feet of space.

Her extensive experience in external marketing and brand implementation, coupled with a proven track record, serves as an asset to clients in the development and execution of their project visions and strategic goals.

### **EMPLOYMENT SUMMARY**

#### **The McGuire Group 1993 - present**

As the Communications Director, Mrs. Harsch is responsible for creating and facilitating company branding and positioning, visionary planning and goal execution.

She is responsible for conceptualizing, designing and producing all marketing related materials and proposals including, but not limited to: brochures, RFPs, newsletters, press releases, websites, commercials, billboards, advertisements, handbooks, flyers, trade show booths, etc.

Mrs. Harsch also oversees all internal and external company publicity and maintains vital contacts with local media sources.

### **AWARDS / AFFILIATIONS**

Alzheimer's Association of WNY, Community Service Award & Memory Walk Co-Chairman  
Buffalo Philharmonic Orchestra Women's Committee, Volunteer of the Year  
Akron Parents' Association Nursery School, Chairman, 2004-2007  
Akron Free Methodist Church, Children's Minister/Leadership Team, 2006-present  
Hearts and Hands: Faith in Action, Volunteer, 2005-present  
Friends of the Buffalo Philharmonic Orchestra, Volunteer, 1997-present  
Girl Scout Leader, 2011- present  
Small Business Owner - First Impression Marketing and Design, Inc., est. 2010



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