

JAYA KOILPILLAI BOHLMANN,  
MA, APR, MSMOB

A leader in corporate reputation with a unique blend of expertise in media and public relations, corporate social responsibility, marketing, promotions, organizational structure and development, and deep knowledge across a variety of industries.

#### EDUCATION & TRAINING

- MSMOB (Management, Organization Behavior), Benedictine University, Chicago
- MA, Public Relations/Public Affairs, University of Maryland, College Park, Maryland
- BS, Media Journalism, Columbia Union College, Takoma Park, Maryland
- Accreditation in Public Relations (APR), Public Relations Society of America, National Accreditation Board

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## DESIGNING COMMUNICATION



Corporate communication, reputation management, and organizational effectiveness

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*Creating standout brands and influential reputations through engagement*

## THOUGHT LEADERSHIP sample

### Speaking

Smith Bucklin – *Taking the Fear Out of Networking*

PRSA International Conference -*Social Media and Employee Engagement*

PRSA International Conference -*Structuring CSR in a Corporation*

PRSA MidAtlantic Conference- *Sponsorships and CSR*

PR News Public Affairs Conference - *Corporate CSR*

PRWeek Human Resources Seminar—*Diversity in Public Relations*

### Judging

PRSA Silver Anvil Awards

PRWeek Diversity Distinction Awards

PRNews Annual Awards

### Authorship

Crisis Management Handbook chapter, published by PR News

Social Responsibility structure, chapter in PR News Guidebook

## COMPANIES SERVED partial list

- Burson-Marsteller
- Hormel Foods
- **Organization Development Network**
- Sodexo, Inc./Sodexo Foundation
- **Weber Shandwick**
- Ogilvy PR Worldwide
- Johns Hopkins Medicine International
- American Red Cross
- Working Mother Media
- Adventist Healthcare (East, Midwest, West)
- Sony Pictures Entertainment
- GTE California (Verizon)

## CAPABILITIES

- National Public Radio
- CUP, International (health and medical organization in India)
- Employee and stakeholder engagement
- Executive coaching
- Organization strategy
- Change management and communication
- Social and media relations
- Leadership development
- Business development
- Diversity and inclusion
- Client relations
- Team building
- Thought leadership
- Internal communication
- Content creation
- **Marketing research**
- Retail and consumer marketing
- Corporate social responsibility
- Issues and crisis management and communication
- Internal communication
- Systems approach
- Strategy
- Sponsorships and partnership
- Business results
- Nonprofit management, promotions, partnerships
- Experiential marketing