

Sandra Gonzalez Curran

6175 Llanfair Drive
Columbia, MD 21044
gonzalezsandram@yahoo.com

202.362.3691 (h)
301.641.4949 (c)

PROFESSIONAL EXPERIENCE

The Collaborative Law Group, Columbia MD

Oct 2016–April 2018

Supported two attorneys for this small family law firm on a part-time basis. Duties included communication with clients to take their intakes, managing legal proceedings and litigation, coordinating, and organizing document production, drafting pleadings, conducting research, requesting information from state and local agencies, organizing and maintaining case materials and providing hearing/trial support, among other tasks.

Volunteerism/Consultant Projects, Columbia MD

2014 - 2020

Prince George's Leadership Action Network - PLAN (2016-2020) Created various marketing and communications materials for the lead organizer/founder of the largest citizens grass-roots power network in Prince George's County. Developed logo, stationary letterhead, tri-fold brochures, presentations, and other documents to support member recruitment efforts.

People Acting Together in Howard County - PATH (2014-2016) Active volunteer and leader, since 2014, for PATH Children's Wellness Committee which promoted and monitored policies and legislation related to providing healthy food in schools in Howard County. Involved in grass-roots campaign July 2015 that overturned a veto by County Executive to pass healthier options sold in county vending machines.

Marketing and Communications Consultant, Washington, DC Clients and Projects

September 2003 - 2007

Paul, Weiss, Rifkind, Wharton & Garrison LLP Hired as project manager by this international law firm in September 2005 to review and analyze new website before launch. Designed and drafted online style guide adopted firm-wide. Worked with CMO to design and develop firm's foreign language websites in Japanese and Chinese.

Millenia Consulting, LLC Hired as project manager for a two-week project to conduct Pre-marketing Outreach Project for the U.S. Overseas Private Investment Corporation (OPIC) regarding a US \$45 million dollar investment in Central America and the Caribbean.

LDM Networks Hired on a part-time basis (January 2004 thru November 2005) to serve as Marketing Director for this small start-up IT company. Worked closely with founders to lead and implement the first marketing and communications strategy to position the company and enhance visibility in its target markets. Designed and developed marketing strategy and materials for new office launch in Algeria.

Appui au Développement Autonome (ADA), Luxembourg City, Luxembourg

March 2002 – January 2003 *Member of the Executive Board and Communications Advisor*

As Secretary of ADA's Board, assisted this small non-profit, that supports microfinance institutions in developing countries. Led project to design and implement a more aggressive marketing and communications plan that strengthened ADA's position as a leading institution (both locally and internationally) and expanded its client/donor base. Within 4 months, led a project design team that developed a new logo, tagline, stationary, print brochure (in French and English), as well as ADA's first website (www.microfinance.lu). All communications tools successfully repositioned this non-profit and resulted in a \$10 million Euro grant from the government of Luxembourg.

OptiGlobe Communications, Bethesda, MD***Director of Marketing*****January 2000 – January 2002**

As the 10th employee of this international IT company (which grew to over 400 employees within its first year of operation), my responsibilities were varied. Initially, supported the CEO's equity capitalization activities by leading the communication strategy presented to investors and partners. During the first 4 months of operations, as part of CEO's core team, we raised US \$315 million dollars in venture capital. Within the first 5 months, led multi-national project to create, develop and launch a tri-lingual website, the company's first promotional online tool. During the first year of operations, project led all corporate marketing initiatives and coordinated activities with marketing professionals in OptiGlobe's offices in Brazil, Argentina, Chile and Mexico. Responsibilities included: project manager for creation and rollout of OptiGlobe's international brand and collateral (development of corporate brochures, product sheets, stationary, press releases, etc), managing public and media relations strategy and coordinating all corporate special VIP events, trade shows, producing all promotional items, and managing the company website.

Akin, Gump, Strauss, Hauer & Feld, LLP, Washington, DC***Web and Multimedia Manager*****1996 – 1999**

Project Manager in charge of developing from conception to completion the first website for this 950+ lawyer international law firm. Lead the design and development of website's ad campaign and all promotional materials. Worked with partners, chief marketing officer and practice development teams to achieve business goals through creative online marketing strategies. Coordinated all projects related to marketing the firm's worldwide offices online. Responsible for maintaining firm's website by reviewing quarterly traffic reports, posting information for all eleven offices and quality control. Implemented marketing initiatives to increase online traffic, acted as liaison with lawyers and personnel firm-wide, as well as with outside vendors and contractors. Participated in the development of firm's internet, extranet and intranet applications. Managed design, development and launch of a website for the firm's pro-bono client, War Child USA (www.warchildusa.org).

Trade and Market Analyst**1994-1996**

Created the firm's first Business Intelligence Unit to assist lawyers with client development and cross-selling initiatives. Collaborated with attorneys and managed proposal development process, including proposal-writing, incorporating necessary marketing materials/win themes and responsible for final edits and coordinating delivery of proposals. Created PowerPoint presentations, managed/designed firm's templates and ensured adherence to firms' style-guides. Responsible for investigating and analyzing foreign and local markets, industries, prospects, clients and individuals using multiple online research databases (LexisNexis, Westlaw), the Web and traditional informational sources. Provided attorneys with comprehensive background reports.

Legislative Assistant in the firm's Brussels office**1992-1993**

Responsible for performing legislative and market research, tracking and monitoring U.S. and EU legislation, preparing reports and client memoranda on various topics including mergers & acquisitions, EU single market legislation, market research for new products entering the EU, Eastern Europe and Central/South America, U.S. trade negotiations concerning the aviation and auto industries, and various other EU-U.S. policy issues.

EDUCATION: George Mason University, Fairfax, Va, B.A. International Studies with Minor in French, May 1991

PUBLICATIONS: "Costly Care", September 2004, **Segunda Juventud**, AARP's bilingual magazine
 "If You Build it Right, They will Come: How Akin Gump Designed and Implemented its Website",
 September 1998, published by **Law Technology Product News**
The Single European Market and Beyond (1992-1993), Contributing Editor

SKILLS: Proficient in Slack, Canvas, Gmail, Clio (legal management software), Lexis/Nexis, MS Office Suite for Windows and Mac (Word, Excel, Outlook, PowerPoint). Speak fluent Spanish. Excellent research, analytical and writing skills.

REFERENCES: Upon Request