

GIA STORMS

917.626.6757 | gia@giastorms.com

SUMMARY

Professional career coach and leadership facilitator. Exceptional strategic communication skills, and particular strength in articulating complex subjects and training leaders at organizations. 15 years experience building teams within media, corporate, non-profit, government affairs, and arts sectors.

STORMS COACHING AND CONSULTING

Co-Active Coach and Founder – GiaStorms.com

LOS ANGELES, CA

October 2015 - present

- Provides ongoing coaching and consulting to executives and leaders, individuals in career transition and groups developing team dynamics. As leadership coach and facilitator, develops individuals to realize their goals and pave the way for transformation in businesses and careers.
- Clients include: Executive directors, Boards, entertainment industry professionals, corporations and non-profits, business-owners, mid-level managers and students.
- Facilitates and designs staff retreats including strategic board sessions, training to facilitate teamwork and improve performance outcomes, including styles assessments, time management, feedback, employee evaluation, values exploration, goal setting, self-awareness, communications improvement, peer consultancies and negotiation.

HAMMER MUSEUM, UCLA

Chief Communications Officer

LOS ANGELES, CA

October 2014 – October 2017

- Responsible for strategizing, directing, designing, and implementing effective internal communications, marketing, media relations, content, and identity programs across platforms to raise the visibility of the Hammer Museum and reach new audiences.
- Manage annual marketing and communications budget of \$500,000 and nine person communications team. Facilitate staff-wide trainings and workshops on professional development and skill building. Oversees team to drive all social media, digital marketing, reputation and issues management, crisis communications, content production and graphic design for the Museum.
- Ensure successful promotion of the Hammer's exhibitions, Gala fundraisers and 300 annual public programs with the goal of increasing the volume and diversity of physical and online audiences and supporters.
- Acts as a spokesperson on behalf of the Museum and liaise with UCLA populations. Maintain the high profile of the Museum's print and digital content, and public image and identity as a dynamic cultural institution through a robust public relations and content program.

TIMES SQUARE ALLIANCE

Vice President of Communications and External Affairs

Director of Communications and External Affairs

NEW YORK, NY

November 2011 – September 2014

- Oversaw the communications program for New York City's second largest Business Improvement District, executed strategic communications for the organization's 15 million dollar budget and oversaw all public relations, marketing, graphic design, digital, social media, crisis and internal communications.
- Managed all aspects of marketing and public relations for New Year's Eve, growing the reach by 50% to over 5.6 billion media impressions in 2014; credentialed 300 members of the media for the event annually.
- Oversaw leadership development and training; facilitated assessments. Led resume workshops. Developed core organizational messaging, including the vision, values, master messaging architecture and stakeholder mapping.

- Drove the external affairs agenda for achieving key policy reforms, including quality of life issues, transit and infrastructure reform, and all government relations with elected officials and city stakeholders with a new Mayoral administration. Acted as Alliance spokesperson on all core issues and liaised directly with the Board of Directors.

EDELMAN

Account Supervisor, Corporate and Public Affairs
Senior Account Executive, Corporate and Public Affairs

NEW YORK, NY
September 2009 - November 2011

- Created unique full-day Bootcamp Training for nonprofits and startups to teach media relations, strategic partnership and fundraising tools. Led key agency clients, including the Laurie M. Tisch Illumination Fund, Stanford University, Blue Ridge Foundation, New York Says Thank You Foundation, Alliance for Youth Movements and Wellness in the Schools.
- Represented the National 9/11 Memorial and Museum in the months leading up to the opening of the 9/11 Memorial, as well as arranging exclusive tours of the site, facilitating interviews with the Memorial President, architect and family members, planning for crisis/issues management, staffing the Annual Benefit Dinner and working with City Hall and the White House to accommodate over 1,000 members of the media on Sept. 11, 2011.
- Facilitated media training to corporate executives for clients including Starbucks, Samsung, GE, Meritas and Pepsi.

NEW YORK CITY PUBLIC ADVOCATE BETSY GOTBAUM

Media Director
Assistant Press Secretary

NEW YORK, NY
April 2007 - September 2009

- Managed communications for New York City's second highest elected official, including outreach to City Hall, creation of written materials such as op-eds and press releases, digital outreach (podcasts, blogs, search engine optimization and website analytics), and regular placement of stories in major citywide publications.

INSTITUTE FOR SOCIAL AND ECONOMIC RESEARCH AND POLICY

RWJ Health & Society Scholars Program Coordinator, Columbia University

NEW YORK, NY
July 2006 - April 2007

- Researched and wrote grants for program, aided directors in policy initiatives and acted as primary contact to campus scholars and faculty. Managed scholar housing, seminar series, conferences and general Columbia University Robert Wood Johnson Health & Society Scholars Program administration. Secured inspiring speakers.

EDUCATION

Barnard College, Columbia University, B.A.
Magna Cum Laude, Women's Studies Award of Excellence; Study Abroad in Paris, France

NEW YORK, NY
May 2005

University of Santa Monica, Degree in Spiritual Psychology
CoActive Training Institute

LOS ANGELES, CA
July 2017

- CoActive Leadership Program
- 200 hours of professional coach training, exam and certification as C.P.C.C.

December 2018

October 2016

Interpersonal Leadership Survey Certification

January 2014

Coro New York Leadership Program

May 2012

AFFILIATIONS

International Coaching Federation (ICF) LA Chapter Board Member Ambassador, 2019
Downtown Women's Center Volunteer, 2016; Barnard 125th Anniversary Publicity and Communications Committee, Alumni Representative, 2014; Film Credits Include "The Apple Pushers" 2011 and "New York Says Thank You" 2011

SKILLS | INTERESTS

Adobe Suite CS5. Proficient in French. Public speaking and workshop facilitation. Passionate about travel photography, entertaining, exploring cities, career development, meditation, women's leadership. Certified yoga instructor.