

# Thomas Y. Lynch

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## Mission

I aim to continue a progressive career while building successful public relations and communications programs. I want continued success in implementing media relations plans to expand market awareness and develop communications strategies that build critical relationships with stakeholders and constituents.

## Experience

### **Senior Public Information Specialist - County of Los Angeles (CA) Oct. 2021 - Present**

As Senior Public Information Specialist I am the lead communications official for the Los Angeles County Department of Health Services across three key divisions: Housing for Health, Office of Diversion and Reentry, and Harm Reduction. I develop and execute strategic communication plans that promote public awareness and engagement, I effectively manage media relations, coordinate community outreach initiatives, and create impactful content to convey critical health information related to homelessness. I facilitate crisis communication and stakeholder collaboration to ensure consistent messaging and foster positive relationships with our community based partners, enhancing the visibility and reach of our programs.

### **Owner - Thomas Y. Lynch LLC - Oct. 2021 - Present**

Thomas Y. Lynch LLC ([tylynch.com](http://tylynch.com)) is a freelance marketing and media production firm. I coordinate a group of independent freelance production professionals to provide television production, marketing materials, event coordination and web media modules. As owner my main duties include marketing research, message customization, and media production. Under this company I freelance as a governmental marketing consultant, media production advisor and communications protocol manager.

### **Communications & Public Information Officer - City of Palmdale (CA) Oct. 2022-Apr. 2023**

As Public Information Officer, I successfully increased public engagement in the City of Palmdale through its Social Media Platforms and Website. I planned and initiated a total City rebrand to upgrade and modernize the look of the City seal, logo, signs, and forms. I managed a 1.7 million dollar budget and implemented new marketing strategies that concentrated on tracking results to create return customer engagement. I also successfully

upgraded the City magazine to be interactive and deployed on all dissemination channels. I also transitioned the PGTV Government access channel to a 24-hour programming schedule. I assisted with rewriting the Emergency Operations Plan to mitigate crisis management events. I also implemented a general campaign connecting the City to the people - My City, Our Home. This campaign's purpose was simple, to represent people in all aspects of disseminated information, connect with faces, speak concisely, and communicate with a fun or caring tone.

**Media Specialist II - SBCounty Government County of San Bernardino, (CA)  
Jun. 2014- Oct. 2022**

As Media Specialists II I develop and implement public information programs to inform the citizenry of activities, programs, services, and objectives of the San Bernardino Probation Department. I maintain and develop content for the department's website and assist with media requests. I also develop and implement electronic and social media policy and practice. This position requires that I create and prepare media for public presentations, and evaluate the effectiveness and coverage of public information activities and outreach. I design, coordinate and direct promotional projects; and serve as the department's lead photographer and videographer.

**Owner - No Exit Productions Greenville, (NC)  
May. 2008 - Jun. 2014**

No Exit Productions ([officialnpx.com](http://officialnpx.com)) is a freelance marketing and media production firm. I coordinate a group of independent freelance production professionals to provide television production, marketing materials, event coordination and web media modules. As owner my main duties include marketing research, message customization, and media production. Under this company I also freelance as a camera tech for ESPN and Fox Sports South.

**Assistant Director - Greenville Public Access Greenville, (NC)  
May. 2008 - May. 2010**

As assistant program director I coordinate all the local public access channel programming. This includes scheduling programs to run, writing and producing original programming, marketing the channel to the citizens of Pitt County and soliciting and organizing local producers in the creation of programming.

**Public Information Officer - Pitt County Government Greenville, (NC)  
Nov. 2002 - May. 2008**

As Public Information Officer (PIO) I served as a communications liaison between the media, county staff, Government officials and citizens in order to facilitate the timely dissemination of information about programs, services, and activities. The office was also responsible for maintaining and operating the local PEG Access Channel Pitt-TV. As PIO I was responsible for creating, editing and scheduling all programming for the Governmental and Education portions of the channel. The office coordinates press coverage for all major functions of the County and managed special event planning. Public Informa-

tion produced County publications for staff and the community including videos, newsletters, brochures, a calendar of events, and an annual report. I also served as content manager of [www.pittcountync.com](http://www.pittcountync.com). I managed the administrative functions of the office, which included the administration of a \$200,000 annual budget.

**Communications Spec. - Pitt County Government Greenville, (NC)**  
**Apr. 2001 - Nov. 2002**

Increased visibility of County services by developing and producing video, radio, and web programming that enhanced the vehicles by which information was disseminated. Coordinated the redesign of the County web site. I developed an internship program for college students that focused on media development within the communications field. Created the first interactive employee electronic newsletter.

**Associate Producer - Gray Communications WITN Washington, (NC)**  
**May.1999 - Apr. 2001**

I organized story schedule for 6 p.m. and 11 p.m. newscasts and write story scripts for newscasts and website. I also produced video for special projects and promotions.

**General Manager - ECU, Expressions Magazine Greenville, (NC)**  
**Jul. 1999 - Apr. 2001**

As general manager I was responsible for directing a staff of 7, to produce a magazine that spoke to the many diverse cultures on ECU campus. Under my direction Expressions magazine developed the first website in the publication's history, and produced Express-Now (the publication's first minority talk show which aired on WZMB)

## Candidate Highlights

- Over 12 years of supervisory experience
- Managed a \$1.7 million yearly budget
- Managed a Public Access TV Channel
- Started career as a photo journalist at an NBC affiliate
- Expert level with all Adobe production software
- Experienced with every aspect of today's communication environment
- Managed an award winning publication, expressions magazine (East Carolina University)