

## RESUME

BARB ELJENHOLM, AICP, LEED AP BD+C

COMMUNITY RELATIONS, OUTREACH, MARKETING, PUBLIC RELATIONS

**SKILLS AND ABILITIES** Community Relations, Outreach, Events, Marketing, Public Relations, Writing, Editing, Conference and Meeting Planning and Facilitation, Environmental Planning, Sustainability, Media Relations, Social Media, Education, Collaboration and Consensus Building.

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### EXPERIENCE

#### **BYLINE7**

##### **CEO AND PRESIDENT-2015-PRESENT**

CEO and President of small business professional consulting firm serving clients in community relations and marketing. Focused on community liaison, outreach, education, sustainability, marketing plans and meeting facilitation to develop and implement plans and programs. Focused on the transportation, environmental planning, water, surveying, construction management and related projects for the design and construction world. Serve small and large businesses, non-profits and individuals in marketing, PR and social media.

##### **MICHAEL BAKER INTERNATIONAL**

##### **COMMUNITY OUTREACH AND MARKETING ASSOCIATE-DECEMBER 2015-PRESENT**

Serving in a part-time role to assist new Office Executive and team for Los Angeles, Orange and Ventura Counties with marketing programs, client relations and community outreach/education for planning and engineering projects with public agencies across Southern California. Serving clients as project manager in community and media relations.

##### **NATIONAL CONFERENCE MARKETING LEAD-FEBRUARY 2015-DECEMBER 2015**

Led all markets, practices, offices and regions in planning and implementing over 200 conferences for this 6,000 employee, 80 office company. Built client relationships nationally traveling across the U.S. Reported to the COO of the engineering division. Also served on sustainability committee for the company.

##### **DIRECTOR COMMUNICATIONS, MARKETING AND PUBLIC RELATIONS-OCTOBER 2013-FEBRUARY 2015**

Developed and implemented all aspects of the company's new communications strategies to brand and create positive awareness for the company, its leaders and CEO following an acquisition. Reported to the CEO in Pittsburgh, PA. Worked with media to create successful feature articles in and outside professions served. Collaborated with over 12 diverse disciplines. Prepared website content, social media and all collateral. Also served as national conference marketing lead.

**MICHAEL BAKER CORPORATION**

**DIRECTOR OF COMMUNICATIONS-OCTOBER 2011-OCTOBER 2013**

Responsible for communications and public relations for the western U.S.  
Responsible for conferences and marketing company-wide. Served as a part of the corporate Green Team focused on sustainability and environment inside the company and for clients.

**RBF CONSULTING**

**SENIOR VICE PRESIDENT OF COMMUNICATIONS AND MARKETING-1995-2011**

Transitioned from Environmental Planning to Public Relations working with Marketing Director initially in response to negative press. Moved forward over the years to leading all education, communications, public relations and marketing efforts for the firm, including introducing the firm to social media, newsletters, articles, speaking engagements and other tools and tactics for positive publicity. Wrote CEO speeches and organized/orchestrated shareholders meetings and events. Was instrumental in firm being named "Best Firm to Work For" by CE News. Developed collaborative education programs both for clients and under the corporate university, including the Caltrans Super SWAT with Chief Environmental Engineer for stormwater quality education, collaboration and outreach and the AASHTO Nationwide Stormwater collaboration for DOTs across the U.S.A.

**RBF CONSULTING-1979-1995**

**ENVIRONMENTAL ANALYST TO VICE PRESIDENT OF ENVIRONMENTAL PLANNING**

Began as an assistant while in school, moved into environmental analysis role focused on EIR work, built environmental planning group and client base to become ultimately the Vice President of Environmental Planning. Served clients across California and performed community outreach for over 100 projects.

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**EDUCATION**

SAN FRANCISCO INSTITUTE OF ARCHITECTURE: MASTERS IN GREEN BUILDING-IN PROGRESS  
UNIVERSITY OF CALIFORNIA, IRVINE: SOCIAL ECOLOGY MAJOR-COURSEWORK 1983-88  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO: ENGLISH MAJOR 1978-79  
WEST VALLEY COLLEGE: LEGAL STUDIES A.A. 1978

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**PROJECT  
EXPERIENCE**

**Caltrans Statewide Stormwater Super SWAT collaboration (3 years).** Project Manager. Responsibilities ranged from facilitation and initial collaboration and development to implementation and follow up for over 100 maintenance, design, environmental and engineering team members within the Caltrans stormwater organization. Assisted with article and award preparation for the program, which received and EPA award.

**AASHTO Stormwater Conference "Connecting the DOTs" (3 years).** Project director assisting AASHTO's Center for Environmental Excellence in the development and implementation of a new conference for stormwater education and collaboration across the U.S.

**Santa Margarita Water District environmental and outreach** project manager for large EIRs and other environmental documents for potable water, wastewater and reclaimed water systems across the district.

**Otay Water District, Principal in Charge of EIR and Outreach.**

**Cambria Community Services District, Principal in Charge of water and reverse osmosis projects.**

**Bolsa Chica and Batiquitos Lagoon Wetland Rehabilitation Project Team Member.**

**Water Reuse Conference support for the Board and Mesa Water District to set up inaugural year of conference for water reuse education.**

**Trabuco Basin Wastewater Treatment and Water Reclamation EIR and Public Outreach.**

**Coto de Caza Water Reclamation System Environmental and Outreach.**

**Over 300 additional environmental documents, over 100 with public outreach**

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CREDENTIALS,  
VOLUNTEERISM  
AND  
COMMUNITY  
LEADERSHIP

AICP Certified Planner, American Institute of Certified Planners, APA #095200  
LEED AP BD+C, Leadership in Energy and Environmental Design, U.S. Green Building Council, #10080796  
Board of Directors, U.S. Green Building Council. 2010-Present  
Laguna Niguel Environmental Review Board 1995-2003  
Pageant of the Masters Cast Member  
Orange County Marine Institute Volunteer Editor, Program Chair and Volunteer of the Year  
State of California Certified Small Business #2001002  
City of Long Beach SBE Account #421598  
WOSB Self Certification with the Small Business Administration