

PETER KORCHNAK

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EXPERIENCE

Principal, [Semiosis Communications](#), Portland, January 2008–present

- Use sustainable marketing to help socially responsible businesses empower people, restore the planet, and achieve prosperity
- Develop and execute marketing/brand strategy, including websites, electronic newsletters, business/print collateral, and online/offline content
- Other services: public/community relations, cause-related marketing, online marketing, marketing for nonprofit fundraising, community marketing education
- Clients include Watkins & Associates, Studio Cue, Oregon School-Based Health Care Network, Project Access NOW, Domestic Violence Resource Center, Springboard Innovation, Catalyst Hands, Tula Skin Therapy, WellWire.com

Director of Development and Communications, [Domestic Violence Resource Center](#), Hillsboro, Oregon, November 2006–August 2008

- Drafted and implemented 1st strategic and marketing / fundraising plans in agency's 32-year history
- Led re-branding effort and developed consistent visual identity over a range of media
- Wrote external communications, including online content, brochures, direct mail, press releases
- Secured agency's total revenues (private/public grants, donations, sponsorships, events, in-kind)
- Supervised team of 2 and oversaw outreach and volunteer coordination

Interim Executive Director, [Domestic Violence Resource Center](#), Hillsboro, February–October 2006

- Managed agency through executive transition
- Oversaw 4 programs and administration, supervised 18-23 staff; administered \$860,000+ multi-program annual budget, including 20% budget cut to ensure fiscal recovery
- Performed duties of Development Director to secure agency's revenues

Freelancer, global, Translator, 1997-2004 and Book Reviewer, 2003-2006

Administrative Specialist, [Washington County Community Corrections](#), Hillsboro, 2004–2005

- Assisted in generating and managing departmental contracts, and federal and foundation grants
- Maintained departmental databases, analyzed data, and prepared reports and presentations

Public Relations Intern, [Volkswagen Slovakia](#), Bratislava, Slovakia, 1998–2000

- Developed and updated promotion materials, press kits and company's newsletter
- Co-organized events (site visits, press conferences, sports events, open houses for 5,000+ staff)

EDUCATION

MA, Political Science, [Leiden University](#), Leiden, The Netherlands, 2002–2003

MA, International Relations & European Studies, [Central European University](#), Budapest, Hungary, 2000–2001

BA, Commerce and Marketing, [University of Economics](#), Bratislava, Slovakia, 1995–2000

- Specialized in marketing, public relations and corporate communications

VOLUNTEER SERVICE

- Volunteer Corps, [Mercy Corps Northwest](#), Portland, May 2008–present
 - Present monthly marketing seminars for clients and community members
- Micro mentor, [MicroMentor.org](#), Portland, December 2008–June 2009
- Board of Directors, [Leadership Beaverton](#), Beaverton, Oregon, June 2008–March 2009
- Young & Innovative of Hillsboro, Hillsboro Chamber of Commerce, 2007–2008
- Manager, Sonoma Coast State Beach Visitor Center, Jenner, California, summer 2003

SKILLS

- **Software:** Microsoft Office; OpenOffice; Google Docs; content management systems (ExpressionEngine, TrueAdmin, Dreamweaver); WordPress.org and .com; Constant Contact; basic HTML and CSS
- **Languages:** Slovak–mother tongue; English, Czech–fluent; German, French, Hungarian, Serbian–conversational; Dutch, Spanish–basic
- **Other:** writing (business/marketing, grants, academic, fiction, blog), publication, [public speaking](#)

MEMBERSHIPS / AFFILIATIONS

- [Bridges Green Business Networking Group](#), Portland, November 2008–present
- [Sustainable Business Network of Portland](#), Portland, June 2008–present
- [Various Meetup groups](#), July 2008–present
- Small Business Advisory Council, Portland, February 2009–June 2009
- [Socially Responsible Business Group Meetup](#), Founder, Portland, July 2008–January 2009
- **Beaverton Chamber of Commerce**, 2008–2009
- **Willamette Valley Development Officers**, Portland, 2006–2008
- **Hillsboro Rotary Club**, 2007–2008
- **Willamette Writers**, Portland, 2007

TRAININGS

- [“Leadership Beaverton”](#), Beaverton Area Chamber of Commerce, 2007–2008
- Various on nonprofit management, fundraising, grantwriting, and communications; Technical Assistance for Community Services (TACS), Portland, 2006–2008
- Various on nonprofit fundraising and marketing, Willamette Valley Development Officers, 2006–2008
- Various on small business development, Hillsboro Chamber of Commerce, 2006–2008
- Grant writing, Portland Community College and Grantwriting USA, Portland, 2005
- “Domestic violence 101” (40-Hour Training), Domestic Violence Resource Center, Hillsboro, 2006

PUBLICATIONS

- [Sustainable Marketing Blog](#), September 2008–present
- [“We the People: Social media and sustainability”](#), in [Connect! Marketing in the Social Media Era](#), edited by Jeff Casswell, Blurb.com, 2009
- [Cube Fu](#) (Blog), March 2008–present
- [The Collapse of Federations: Elite Political Mobilization in the Dissolution of Yugoslavia and Czechoslovakia](#), VDM Verlag Dr. Mueller, 2008
- Book reviews & essays for online journals [Ethnopolitics](#) and [Southeast European Politics](#), 2003–2006

PUBLIC SPEAKING

- [Small business brands as customer experiences](#), series anchor and presenter (2 of 7 sessions) Beaverton Chamber of Commerce, 2009
- Monthly marketing seminars, [Mercy Corps Northwest](#), Portland, May 2008–present
- Other venues, all 2008–present: Women Entrepreneurs of Oregon; Oregon Small Business Forum; CubeSpace; Young Women Social Entrepreneurs - Portland; Natural Healing Group and Portland Business and Strategy Networking Meetups; Springboard Social Innovation Forum; National College of Natural Medicine Health Biz Expo; “From Side Project to Startup unConference”; Hillsboro Downtown Business Association

SOCIAL NETWORKS

- [Del.icio.us](#)
- [Facebook](#)
- [LinkedIn](#)
- [SlideShare](#)
- [Twitter](#)
- [Upcoming](#)