

Elise Vider
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PROFILE

Excellent writer and editor. Proven ability in project management, strategic communications, marketing, grant writing, research and analysis, and journalism. Expertise in media and government relations, initiating and managing publications (print and electronic) and websites. Expertise in economic and real estate development, urban planning and design, historic preservation, architectural history. Skilled in interviewing, public speaking and collaborating.

PROFESSIONAL EXPERIENCE

ELISE VIDER EDITORIAL SERVICES, LLC, Philadelphia, PA

Principal, October 2009 to present.

Specializing in non-profit communications and journalism, providing reporting, writing, editing and project management services, with a special expertise in economic and real estate development, urban planning and design, architecture and historic preservation. Recent clients include:

- **University City Science Center Writer in Residence**, a partnership with FlyingKiteMedia.com to document the Science Center's impact. (2015-2016)
- **City of Philadelphia**, projects include Greenworks Progress Report, 2016, 2015 (editor); Growing Stronger: Toward a Climate-Ready Philadelphia, 2015 (editor) and Innovate, Engage, Deliver (researcher, writer, editor), 2014.
- **Keystone Edge.com**, News Editor. A monthly e-magazine covering growth and innovation in Pennsylvania. (2013-present).
- **Building Industry Association of Philadelphia**, building industry trade association, consulting services. (2013-present). BiaofPhiladelphia.com
- **DesignPhiladelphia/University of the Arts/Pew Center for Arts & Heritage**, project director of *GRAY AREA* (2013-2014) historic preservation planning project. Wrote and secured grant funding. Co-curator and project director for *Gray Area: Provocations on the Future of Preservation* (2011) symposium and printed catalog and *Gray Area 2* (2012) outreach event.
- **Select Greater Philadelphia**, regional economic development organization, monthly newsletters, reports and other materials (2011-2013). SelectGreaterPhiladelphia.com
- **University of Pennsylvania**, Office of the Executive Vice President (2011) and School of Applied Sciences and Engineering (2012), reports and promotional materials.
- **City of Philadelphia/Pennsylvania Horticultural Society**, research and text for historical interpretive park signs (2013).

PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA, Philadelphia, PA

Deputy Director (Chief Operating Officer), July 2008 to October 2009.

Assisted executive director in overall management of non-profit organization dedicated to preservation of historic resources in region. Responsibilities included external communications, membership and fund raising, staff supervision, human resources and board relations.

Duties included:

Communications

- Expanded and extensively rewrote/reorganized Web site adding new content, sections and functionality (www.PreservationAlliance.com).
- Wrote and edited quarterly print newsletters, supervised design, printing and distribution by outside vendors.

- Media relations, including marketing and promotion of new initiatives such as architectural walking tours.

Programmatic

- Strategized/implemented educational events including lectures, bus and walking tours.
- Supervised research, writing, design and delivery of Web-enabled, self-guided walking tours.

Governance

- Planned and conducted staff and board retreats.
- Initiated and implemented proprietary board section on Web site.
- Recruited board members with emphasis on diversity.
- Expanded employee benefits, renegotiated health insurance at considerable savings.
- Prepared organization's first employee manual.

Fund Raising

- Directed annual and mid-year fund raising appeals.
- Directed preparation of materials, including 52-page program book, for awards luncheon.
- Designed and implemented membership recruitment strategy.

CENTER CITY DISTRICT/CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION, Philadelphia, PA Director of Communications, September 2000 to June 2008

Senior staff position responsible for communications department for downtown business improvement district and multi-faceted research, planning and advocacy organization. Responsible for media relations, external communications, publications and government relations. Advised president, vice president for marketing and program staff on communications strategy for audiences including media, stakeholders, government officials and opinion leaders. Supervised communications department staff, comprised of graphic design manager and communications coordinator. Duties included:

Media Relations

Create and implement annual communications plan, including:

- Organized and conducted frequent press conferences, briefings and media events.
- Wrote and issued frequent press releases, advisories and other media materials.
- Responded to media inquiries.
- Cultivated and maintained positive press relations.

Publications/Web site

- Overall responsibility for wide variety of publications including newsletters, research reports, fact sheets and marketing collateral, in collaboration with departments throughout the organization. Supervised in-house graphic design manager and liaison with outside designers, printers, photographers and other vendors.
- Editorial oversight and primary writer of Web site content (www.CenterCityPhila.org).
- Editor, *State of Center City* (48-page, four-color annual research report).
- Editorial responsibility and production oversight, *Center City DIGEST* (four-color, 8-page, print quarterly).
- Editor and primary writer, *Center City Developments* (biweekly email newsletter) and *IN Center City* (biweekly email newsletter).
- Editor, researcher, primary writer and project manager, *OPDC/CPDC: 50 Years Remaking Center City* (70-page commemorative book, 2006).
- Editor and primary writer, *Community Court Quarterly* (email newsletter).
- Special projects included organizational and program brochures: conduct interviews, write copy, provide concept and art direction for photography, supervise design, production and distribution.

Government Relations

- Monitored legislation and maintain liaison with Philadelphia City Council and Pennsylvania General Assembly.
- Frequent collaboration with government agencies including Philadelphia Department of Commerce, Southeastern Pennsylvania Transportation Authority (SEPTA) and Office of the Mayor.

EDITOR, *Philadelphia Architecture: A Guide to the City*, 3rd Edition (Paul Dry Books, 2009)

CONSULTANT, *Philadelphia Rowhouse Manual: A Practical Guide for Homeowners* (City of Philadelphia, 2008)

EDITOR, *The Planning of Center City Philadelphia from William Penn to the Present* (Center for Architecture, 2007)

EDITOR, *Sacred Sites of Center City* (Preservation Alliance, 2007)

EDITOR AND PROJECT MANAGER, *The Rittenhouse Fidler Historic District Manual: A Guide for Property Owners* (Preservation Alliance for Greater Philadelphia, 1997)

CONTRIBUTOR, All subsequent historic district manuals (Philadelphia Historical Commission, 1998 to present)

PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA, Philadelphia, PA

Vice President, Public Affairs, 1999 to August 2000. Senior staff position responsible for external communications, advocacy, and outreach for historic preservation organization; **Director, Communications and Education**, 1996-1999. (Organization created by merger involving Preservation Coalition of Greater Philadelphia)

Duties included:

- **Media relations** (named **one of top 10 local spokespeople and only non-profit representative** by *Philadelphia City Paper*, November 4, 1999).
- **Government relations.**
- **Publications** (newsletters, research reports, marketing collateral, annual report, guidebooks, special publications).
- **Special projects** (scripted and produced videos, oversaw annual awards program, conceptualized/organized educational programs and tours).
- Oversight of **Web site** (c. 25,000 hits per month; January 1998 Libartynet Web site of the month).
- **Resource development** (wrote/edited successful grant applications and reports to funders.)

PRESERVATION COALITION OF GREATER PHILADELPHIA, Philadelphia, PA

Director of Special Projects, 1995 to 1996.

Preservation Planner and Editor, *UPDATE*, 1990 to 1992.

AMERICAN SCHOOL IN LONDON, London, England

Founding Editor, *PTOutlook*, 1992 to 1995.

FREELANCE WRITER specializing in historic preservation, architecture, design, urban planning and real estate topics. Publication and websites include: PlanPhilly.com, obit-mag.com, PHLMetropolis.com, *Louis I Kahn: In the Realm of Architecture* (Rizzoli International, 1991), *Historic Preservation* magazine, *The Philadelphia Inquirer*, *The Washington Post*, *Metropolis* magazine, *Preservation News*, *Philadelphia* magazine, *Decorating/Remodeling* magazine, *Builder* magazine, The Franklin Mint's *Almanac*, *Inquirer* magazine, *Penn In Ink*, *Connecticut* magazine. **Awards** include National Association of Home Builders, National Association of Realtors, Society of Professional Journalists.

BRUCE GOFF ARCHIVES, Archival Assistant, University of Pennsylvania.

PROFESSIONAL REAL ESTATE REPORTS, Associate Editor

CONNECTICUT STATE SENATE, Legislative and Administrative Aide.

NEW LONDON DAY, General Assignment Reporter, New London, CT.

ASSOCIATED PRESS, NYC, Executive Assistant.

EDUCATION

University of Pennsylvania, Philadelphia, PA Master of Science, Historic Preservation. Departmental fellow.

State University of New York at Binghamton, Binghamton, NY. B.A., Psychology. New York State Regents Scholar.

SELECTED AFFILIATIONS

- Chair, Philadelphia Design Advocacy Group (“DAG”), 2015 to present; member, Steering Committee, 2003 to present; founding member, Philadelphia Design Advocacy Group, (“DAG”), 2002.
- Member, Development Committee, Fair Food Philadelphia, 2011 to 2013.
- Member, Board of Directors, Preservation Alliance for Greater Philadelphia, 2005 to 2008.
- Member, Advocacy Committee, Preservation Alliance for Greater Philadelphia, 2003 to 2009.
- Chair, Grand Jury, Preservation Achievement Awards, Preservation Alliance for Greater Philadelphia, 2003; member, 2002 to 2008.
- Chair, Haddonfield, NJ Historic Preservation Commission, 1998 to 2005; commissioner, 1995 to 2005.
- Trustee, Partnership for Haddonfield (business improvement district), 2004 to 2005.
- Member, Special Improvement District Feasibility Study Committee, Haddonfield, NJ, 2002 to 2003.
- Member, Regulations and Communications Committee, The Haddonfield (NJ) Business District Task Force, 2002 to 2003.
- Member, Publicity Committee, AIA Convention 2000 (winner 2001 AIA Component Excellence Award) and AIA Philadelphia, 2000 to 2008.
- Member, Civic Issues Committee, Foundation for Architecture, 2000 to 2001.
- Member, Board of Directors, Preservation New Jersey, 1998 to 2001.