

PAUL C. GRZELLA

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PROFESSIONAL PROFILE:

Award-Winning, Community-Focused Communications Executive with 20+ years of progressive experience in various journalistic, editorial, and management capacities. Experienced in the planning, execution, and leadership of projects, programs, and other initiatives to inform, educate, and empower via development and publication of print and digital media content. Journalistic career supplemented and enhanced by leadership roles in numerous community organizations. Core competencies include:

- Print/Digital Media Publication
- Photography/Videography
- Operations
- Strategic Analysis/Planning
- Change Management
- Staff Development/Leadership
- Content Creation/Editing
- Public/Media Relations
- Budget/Financial Management
- Cause Marketing/Fundraising
- Organizational Development
- Project Planning/Management
- Image Creation/Editing
- Social Media Convergence
- Board Development/Governance
- Program Development/Administration
- High-Performance Team Building
- Community Relations/Development

A resourceful analyst, strategist, facilitator, and leader with a strong work ethic, effective networking and relationship management skills, commitment to achieving objectives as established, and the capacity to coordinate complex project and business details and build consensuses among decision-makers and stakeholders in defining strategic initiatives, consummating transactions, and driving results.

BACKGROUND HIGHLIGHTS:

Background highlighted by accomplishments including the following:

- Advanced achievement of organizational missions through collaboration with boards, staffs, executive management, and communities, management decision-making skills and innovation in elevating effectiveness of operations, and leadership of change initiatives enabling organizations to adapt to new challenges. Included among these were ☐
 - ☐ maintaining continuity of operations during three staff realignments/downsizings, closures of two buildings, and merger of two news reporting operations into one location for the Gannett-owned newspapers, Courier News and Home News Tribune, and its digital platform, MyCentralJersey.com;
 - ☐ assuming a leadership role in the merger of the United Way of Somerset County with other local United Way chapters to create the United Way of Northern New Jersey; and
 - ☐ transforming the Greater Raritan Workforce Investment Board (later renamed the Greater Raritan Workforce Development Board) from a social service-focused organization into one more metrics-focused and collaborative that partnered with key stakeholders in government, private industry, and education to satisfy the training needs of local businesses and residents and produced measurable results in the creation of sustainable employment opportunities.
- Optimized success of print and digital news platforms, assembling and developing an award-winning team of journalists and consistently achieving established performance metrics, including attainment of all monthly online metric goals over the most recent 12-month period with average daily performance levels of 75,000 page views, 27,000 article views, 1,000 mobile views, and 32,000 unique browsers during that timeframe.
- Planned and managed news organization participation in charitable programs serving the needs of vulnerable populations within local communities, including –
 - ☐ the One Warm Coat Drive, collecting more than 2400 coats and achieving top performance ranking among participating organizations within the community for the two years, 2017 and 2018, of participation in the initiative;
 - ☐ the Courier News Wish Book project, raising more than \$500,000 and fulfilling more than 480 requests over the past three decades;
 - ☐ the Home Tribune News Needy Cases Fund, conducted in collaboration with the New Brunswick Lions Club that has raised more than \$100,000 for various community organizations; and
 - ☐ the Laundry Love ministry of St. John's Episcopal Church in Somerville, New Jersey that addresses the practical and human needs of oft-forgotten community members through the simple act of assisting and communicating with patrons at local coin-operated laundries.

PROFESSIONAL PROFICIENCIES:*Writing/Editorial Management*

- Developing plans and strategies facilitating communication of critical information driving initiatives in areas including journalism, publishing, public relations, advertising, and community outreach...
- Collecting, validating, interpreting, and classifying data – gathering, selecting, and analyzing information from a broad range of sources in development of content for various communications media...
- Consulting with writers, reporters, editors, subject matter experts, and related sources of information as required, cultivating and maintaining productive working relationships...
- Revising materials as required, elevating clarity, economy, and fluidity of language in presentation of concepts, perspectives, and factual information to readers...
- Capturing and/or editing photographic and video images for inclusion in print and digital media...
- Proofing and editing copy of print and new media content...
- Applying computer literacy and knowledge of applications including MS Office Suite, Microsoft Teams and Slack team collaboration tools, Presto proprietary software for digital production, Wochit video creation platform, and Salesforce customer relationship management software to achieve job objectives...
- Training, developing, and supporting writing and reporting staff personnel...
- Delegating responsibilities and directing efforts of staff personnel and extended teams engaged in various phases of projects and operations...

Community Organization/Outreach

- Contributing to initiatives to formalize organizational vision and mission, manage change, provide governance, and establish and lead the execution of plans and strategies driving organizational initiatives in areas including positioning for growth, identifying and securing new funding sources, expanding programs, repositioning to accommodate changes in communities, instilling new shared values, and undergoing major transformations...
- Building and contributing to diverse and inclusive boards of directors providing guidance, oversight, and support in achieving organizational mission and vision ...
- Conducting meetings and presentations for purposes of disseminating information, soliciting feedback, and building consensuses for strategies and courses of action...
- Delivering significant and quantifiable process improvements and financial benefits across the organization as a result of various strategic and operational initiatives, with timely, under-budget performance delivery...
- Planning and providing on-site coordination of community outreach and other events...
- Incorporating proactive and innovative solutions in addressing unique challenges and achieving organizational goals and objectives...
- Employing skills in process excellence, project management, facilitation, problem solving, transformation acceleration, and value creation to drive achievement of desired outcomes...

EXPERIENCE:

Greater Raritan Workforce Development Board, 27 Warren St., 3rd floor, Somerville, NJ 2/19 to Present

Director for the board serving Somerset and Hunterdon counties; interim director from Feb. 19 to Oct. 31, 2019

Courier News | Home News Tribune | MyCentralJersey.com, Bridgewater/East Brunswick, New Jersey 12/83 to 2/19

General Manager/Editor (Courier News | Home News Tribune | MyCentralJersey.com – 03/10 to 2/19)

Managing Editor (Courier News | Home News Tribune | MyCentralJersey.com – 05/07 to 03/10)

Managing Editor/News (Courier News – 08/06 to 05/07)

Associate Editor/Daily Features-Community-Special Sections Departments (Courier News – 09/00 to 08/06)

Special Projects Manager (Courier News – 03/98 to 09/00)

Features Editor (Courier News – 05/92 to 03/98)

Special Sections Editor (Courier News – 01/90 to 05/92)

Assistant City Editor (Courier News – 08/96 to 01/90)

Editor – Gannett New Media (04/86 to 08/86)

Town Beat Reporter (12/83 to 04/86)

COMMUNITY SERVICE:

Greater Raritan Workforce Development Board <i>Member, Executive Committee</i> • Chair (2014 to 2016)	2011 to 2019
United Way of Northern New Jersey <i>Member, Local Operating Board for Somerset County</i> • Member, Public Relations, Community Resources, and Governance Committees • Board Chair, Somerset County United Way (2006 to 2008)	1998 to Present
Somerset County Business Partnership <i>Member, General Board</i> • Team Member, "Making New Jersey Affordable" Initiative	2010 to Present
Healthier Somerset <i>Member, Executive Committee</i>	2011 to Present
EmPOWeR Somerset <i>Member, Somerset's Initiative for Partying Safely (SIPS) Executive Committee</i>	2009 to Present
National Council on Alcoholism and Drug Dependence (NCADD) of Middlesex County <i>Member, Community Board</i>	2009 to 2018
St. John's Episcopal Church, Somerville, New Jersey <i>Chair, Finance Committee/Member, Vestry Committee</i>	2008 to Present
Mt. St. Mary House of Prayer, Watchung, New Jersey <i>Member, Advisory Board</i>	2007 to Present

EDUCATION:

Northwestern University, Evanston, Illinois <i>Master of Science (M.S.), Journalism, December 1983; Bachelor of Science (B.S.), Journalism, March 1983</i>
Watchung Hills Regional High School, Warren, New Jersey <i>High School Diploma, June 1979</i>

AWARDS & RECOGNITION:

- 2019 Somerset County Citizen of the Year
- Somerset County 4-H Outstanding Services Awards (2017 & 2011)
- City of Perth Amboy Business Citation (2017)
- NJ Institute of Disabilities Corporate Partner Award (2017)
- Spirit of Somerset Award Youth Services (2016)
- New Jersey Press Association Better Newspaper Contest First Place Award for Special Section (2015)
- State Employment & Training Commission Governance Committee Achievement Award (2015)
- NJ Governor's Council on Mental Health Ambassador Award for Excellence in Media Coverage (2014)
- Watchung Hills Regional High School Hall of Fame Inductee (2012)
- New Jersey Press Association Better Newspaper Contest First Place Award for Reporting & Writing, Column, Daily,
- ACT NJ Association for Corporate Growth NJ Chapter Award (2009)
- Somerset County United Way Carlyle G. Caldwell Award (2008)
- Diocese of Metuchen Regina Nostra Award for Volunteerism (1998)
- Gannett Newsroom Supervisor Recognition Award (1996)
- United Way of Somerset County Circle Award for Volunteer Excellence (1994)
- Gannett Reader Involvement Award for "Be Aware" Special Section (1992)