

# Greg Lang

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## Profile

Seasoned communications professional with a robust skill set in internal and external communication, strategy development, project management, video production, and television studio operations. Known for a cost-conscious approach, strong work ethic, and high standards of performance and accountability.

## Capabilities

**Training:** Highly skilled training professional with a proven track record in developing and presenting comprehensive programs for software implementation, cost accounting/business process improvement, customer service, and ERP systems.

**Strategic Thinking:** Results-driven problem-solver with a proven ability to develop targeted programs that address specific needs and deliver desired outcomes effectively.

**Grant and Project Management:** Strategic planner with exceptional organizational and analytical skills, adept at establishing multi-year partnerships, defining project parameters, troubleshooting issues, and maintaining precise budget management and forecasting.

**Diverse Digital Marketing Skills:** Highly proficient in email and social media engagement, DAM, and CMS platforms, with a multidisciplinary skill set encompassing copywriting, brand strategy, SEO, marketing communications, and process management.

**Team Leadership:** Accomplished manager with a proven track record of building high-performing teams and fostering strong relationships with vendors and suppliers.

**Studio Operations:** Experienced TV professional with hands-on expertise in broadcast, field and studio video, webcast production, live remote, HDTV, multimedia, master control, and news desk operations.

## Experience

### Marketing and Communications Consultant | Bridge City Staging | 2023 - Present

- Create tailored marketing, blogs and promotional assets for clients via personalized consultations, ensuring their brand stands out in the market.
- Provide end-to-end production of video training and instructional content, from initial development through to shooting and final editing, ensuring high-quality, engaging deliverables.
- Supply comprehensive support for trade shows, delivering impactful presentations and engaging demonstrations that drive interest and foster connections with attendees.

### Marketing and Communications Manager

#### Western United States Agricultural Trade Association (WUSATA) | 2022 - 2023

*Managed marketing for WUSATA, a federally-funded western agricultural trade association responsible for helping companies market, grow, and export US agricultural products internationally. Duties included customer interactions, budget management, staff oversight, and new member recruitment and retention.*

- Developed and managed comprehensive digital marketing strategies, crafting content and distribution calendars for social media, email campaigns, and website content to effectively promote WUSATA's offerings.
- Aligned member marketing KPIs with member needs and WUSATA's growth goals, ensuring measurable and impactful results.
- Effectively presented WUSATA programs to prospective members, forging strong partnerships with the US Commercial Service, SBA, and California Winery Association.
- Played a pivotal role in organizing, training, and deploying SharePoint across the organization.
- Spearheaded strategic plans for member acquisition and retention, engaging personally at trade shows and WUSATA-sponsored events, boosting new member acquisition and retention rates.
- Created an "Export Readiness" web portal and comprehensive training modules to support members' international expansion, leading to a remarkable 14% increase in new members.

## Experience

### **Public Affairs Associate and Communication/Training Specialist**

#### **Association of Oregon Counties | 2016 - 2022**

*Facilitated technical training for statewide users of the County Road Program Integrated Road Information System (IRIS) software suite and managed Public Relations efforts for external customers.*

- Managed Project Plan for the upgrade to the internal software system used by Oregon counties.
- Developed comprehensive communications, including website updates, writing and distribution of biweekly html newsletter, fact sheets, training documents, and support materials for meetings and conferences.
- Created and executed training materials that included demonstration videos, hosting webinars, and working one-on-one with users via varied media and interpersonal training.
- Implemented and maintained information updates crucial for planning future modules and upgrades tailored to county-specific IRIS program requirements.

### **Communications Manager**

#### **Metropolitan Area Communications Commission | 2000 - 2015**

*Developed and managed communications for cable television regulatory agency spanning 15 cities in Washington and Clackamas Counties.*

- Managed Government Communications Commission Grant Program, distributing \$1.2 million in grants annually. Developed and implemented web communications, managed grant requests, and maintained an internal database for regulatory compliance.
- Delivered Change and Process Management to city/county officials regarding franchising and regulatory requirements.
- Created and executed comprehensive communications plans across web, email, and social media platforms to ensure consistency in messaging.
- Led the dispute resolution process to address violations and ensure cable operators' compliance with franchise agreements and regulatory standards.
- Directed the consolidation of TV studio and administrative facilities, managing construction, renovation, and technical logistics under budget (\$1.6 million) and ahead of schedule.

## Education

### **University of Oregon**

BA Television Communications/Journalism

### **Texas Christian University**

Certified Public Communicator Program – Professional Certificate program  
(Public Relations and Crisis Communications focus)

### **Portland State University**

Certificate in Project Management – Professional Certificate program

## Skills

Expert in Microsoft Office — Word, Excel, PowerPoint, MS Project and Access

Proficient in video production — Adobe Premiere, Camtasia, Final Cut Pro, Tricaster Video Production Switcher, NewTek 3Play Replay System, Broadcast Pix Video System

Skilled in digital marketing — WordPress, Google Analytics, MS SharePoint, Constant Contact, CMS platforms, basic HTML, and web-based Collaboration Tools

Adept in Adobe CC — InDesign, Photoshop and Acrobat X