

Sharonlee J. Vogel
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SERVICE AND GOVERNMENT/LEGISLATIVE

WMATA (Washington Metropolitan Area Transit Authority) - "Metro"

Manager, Support Services 1993 to 2003

- . Program management, including eligibility for senior, disabled, employee, contractor identification
- . Development and administration of all bicycle programs: Bike-On-Bus, Bike-On-Rail (permits, lockers, racks)
- . Program management of companywide Lost & Found, administrative switchboard, headquarters Reception and Security

Manager, Advertising & Sales Promotion 1987 to 1993

- . Development and administration of marketing/advertising programs; advertising agency management
- . Creation, development and implementation of joint/coop programs with commercial companies, local governments, regional/local events

Special Achievements

Developed and produced "America's Subway" film showing development and growth of Metrorail system, using very limited funds and integrating existing with new material. This is used to assist in generation of funding to complete the rail system.

Proposed and developed the Bike-On-Bus program including "white paper" to advance project, interjurisdictional funding arrangements, installation and marketing.

AAA (American Automobile Association)

Manager, National Advertising 1984 to 1987

- . Creation, evaluation, execution of marketing, advertising and promotion programs
- . Creation, development, administration and sales of association's advertising programs; quarterly print and radio series
- . Development of direct response

Suburban Bank (Bank of America)

Director, Marketing Programs 1980 to 1983

- . Planning, creation, development, implementation and evaluation of consumer, image, corporate and trade advertising/sales promotions
- . Budget evaluation, development, and management
- . Special events planning, coordination

Special Achievements

Best Television Ad, 1983, WASHINGTONIAN MAGAZINE; Silver Addy Award, Television, 1982; Addy Certificates of Merit, 1982; Addy Award, Local Television, 1981, Third District American Iron and Steel Institute

Legislative Aide, Vice President of Public Affairs 1970 to 1972

- **Writing weekly legislative publication**
- **Daily review and status of legislation in Congress**
- **Coordination of Institute's Environmental Committee**

Special Achievement

Planning and conducting steel plant tours for members of Congress and top Environmental Protection Agency officials

BROADCAST MEDIA

Stations - NBC Radio, WRC and WKYS -FM (Washington, DC); RKO General Radio (Washington, WGMS; New York; San Francisco, KFRC)

Director, Advertising & Sales Promotion 1972 to 1978

- **Creation, planning, scheduling and coordinating marketing, advertising and promotions in all media**
- **Creation, production, media planning and buying for television and print ad campaigns**
- **Production and direction of marketing presentations including printed materials and audio visual shows**
- **Nationwide staff training**

Special Achievements

Annual Report -- on film, which was a unique approach to this corporate communication

50th Anniversary celebrations and presentations, KFRC and NBC

Addy Award, 1977, Television Commercial

Addy Award, 1977, Merchandising

Broadcast Promotion Association and Michigan State University, 1977, Audience Promotion

Industrial Graphics International, 1977, WRC, for "Media Resources" for 95th Congress

HIGH TECH INDUSTRY

Sperry (UNIVAC)/ COMRESS, Assistant Director, Marketing & Advertising 1967 to 1970

AFFILIATION HIGHLIGHTS

Columbia Tomorrow, President
Commission on Aging, Howard County, Maryland
Condo Board, Past President, Snowden Overlook-Kendall III
Friends of Pets4Comfort, President
Kittleman Transition Team, Co-Chair, Department of Public Works Team
Maryland Masonic Research Society, Past President, Treasurer
Maryland Commission on Aging, Vice Chair
Public Transportation Board, Howard County, Maryland, Chair
Senior Advisory Committee, Columbia Association, Vice Chair
Transportation Advocates, President
Vantage House Foundation, Vice President
Wilde Lake Village Association, Past President

And previously: Commission on Status of Women, San Francisco; American Women in Radio and Television - President Golden Gate Chapter, Board of Directors, committee chairs); Revlon "Charlie Girl", San Francisco; U.S. Power Squadrons (member, committee chairs, and instructor)

EDUCATION -- University of Maryland