

# **EDWARD L. ARMSTRONG**

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**838 Bayridge Drive, Gaithersburg, Md. 20878 (301) 963-6003**  
**ed@armstronganalytics.com**

## **PROFESSIONAL EXPERIENCE**

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### **Proprietor, Armstrong Analytics**

**October 2002-present**

Work individually and in partnership with other firms to provide public relations services to clients ranging from corporate interests to governmental agencies to advocacy groups. Services rendered include crisis communications, media training, earned media and materials development. Serve as ghostwriter for clients ranging from an administrator for a federal agency to a university chancellor.

### **Senior Vice President**

**Goddard Claussen Porter Novelli**

**January 1999 – September 2002**

Managed \$10 million public relations campaign to pass legislation that created Permanent Normal Trade Relations Status with China. The Business Roundtable and Business Coalition for U.S.-China Trade PNTR campaign included development and implementation of multifaceted strategy based on advertising, earned media and grassroots.

Managed \$5.4 million third-party television, radio and print advertising campaign for The Business Roundtable in 2000 congressional election cycle. The campaign involved extensive research in targeting media to reach optimum audiences for candidates.

### **Director, Public, Congressional and International Affairs**

**Synthetic Organic Chemical Manufacturers Association (SOCMA)**

**August 1995 – December 1998**

Developed communications and congressional strategies for large trade association that represents the multi-billion dollar synthetic organic chemical industry.

Managed directorate responsible for all aspects of public and media relations, grassroots advocacy and congressional relations. Oversaw all phases of budget development and oversight for directorate.

Worked with SOCMA Board of Governors to develop strategic and tactical plans for organization.

Wrote op-ed and informational articles for trade and commercial media.

Served as instructor for seminars and workshops in media and crisis communications for industry executives.

Represented industry and/or association at numerous issue coalitions.

### **Professional Committee Staff**

**U.S. House of Representatives Subcommittee on Information, Justice and**

### **Agriculture**

**August 1989 – January 1995**

Conducted all aspects of congressional investigations and hearings.

Performed critical analysis and wrote investigative reports on complex issues ranging from agricultural export policy to grant programs.

Wrote committee press releases, legislative measures, testimony, speeches and other materials for Members of Congress.

Generated publicity for Subcommittee by working with media to create news accounts of our activities.

# EDWARD L. ARMSTRONG

Page 2

## Press Secretary

**Congressman Robert E. Wise**

**September 1987 – July 1989**

Managed all aspects of office communications and public relations.

Served as Congressman's spokesman.

Planned and executed events aimed at garnering positive publicity for the office and furthering political, legislative and policy objectives.

Wrote speeches, press releases, floor statements and outreach mailings.

Served as press secretary for 1988 re-election campaign; duties included: placing and purchasing paid media, advancing events and quick response to opposition campaign.

## News Director, Morning Show Co-host

**WQBE AM/FM**

**December 1984 – September 1987**

Managed award-winning newsroom.

Co-hosted top-rated morning show (eleven station market).

Responsible for all aspects of station information programming involving newscasts, sportscasts, and business, weather and traffic reports.

## AWARDS AND HONORS

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Nominated for "PR Week" Public Affairs Campaign of the Year for 2000 for managing Goddard Claussen Porter Novelli China PNTR campaign.

Received ASAE's 1997 "Most Improved Newsletter Certificate" for large trade association for SOCMA's *Chemical Bond*.

Author of nine congressional investigative reports and three legislative measures passed by Congress and enacted into public law.

Managed press and public relations components of Congressional Office helping to re-elect the Representative by forty-point margin.

Two-time winner of Associated Press "Best Newscast Award" in West Virginia.

## EDUCATION

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Bachelor of Arts in Political Science

West Virginia State College

Masters in Business Administration with concentration in Marketing

University of Maryland University College

3.7 GPA, expected graduation date: 2004

References made available upon request.