

Craig Quintana

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<http://proseproidaho.com>



I am a proven writer and communications professional, having extensively and successfully worked in newspapers, media relations and public involvement, and now seek writing gigs where I can inform, enlighten and entertain.

PROFESSIONAL EXPERIENCE

PROSEPRO OF IDAHO JULY 2018 TO PRESENT OWNER/OPERATOR

I opened my business to pursue writing as a full-time job and recently directed political and preservation campaigns, creating copy, mailers, e-newsletters and websites, while also generating earned media working with reporters. Please see <http://proseproidaho.com> for a taste.

CHIEF INFORMATION OFFICER JULY 2002 TO JULY 2018

Ada County Highway District, Garden City, Idaho

- I crafted the Ada County Highway District's outreach efforts, engaging in public relations, marketing and public involvement, often appearing in print and on camera and working with reporters to place stories.
- Recruited, trained and managed a staff of five to operate a dynamic website, to produce informative publications and to engage the public via the media, social media and in person through open houses and public speaking engagements.
- Assisted elected officials in policy formation while working with officials from other government entities, area business leaders and state legislators.

Selected Achievements:

- Co-directed ACHD's widely praised customer service program for employees, which helped bring about the District's improved stature in the business community and with the public.
- Engineered a multi-year public information campaign that dramatically improved the much-maligned District's general perception, as measured by opinion polls.
- Created and executed the awareness campaign that supported the District's successful appeal to voters to extend and increase Ada County's vehicle registration fees in the fall of 2008.

REPORTER JULY 1999 TO JULY 2002

The Idaho Statesman, Boise, Idaho

- I conceived and implemented coverage of growth-related issues in Boise, the Treasure Valley and Idaho, including the newspaper's two-year examination of Boise Foothills preservation issues, a probe of Treasure Valley growth factors and the results of Census 2000.

Selected Achievements:

- Several awards from the Idaho Press Club, including wins for spot and breaking news coverage, and enterprise and watchdog reporting in 2001 and 2002.
- Gannett Company "Well Done" award for Census 2000 coverage in the summer of 2001 and for

the “Fate of the Foothills” series in 2002.

REPORTER AUGUST 1989 TO JULY 1999

The Orlando Sentinel, Orlando, Florida

- I covered city and county governments, general assignment, the environment and a fill-in stint on the space program while working for one of Florida’s largest newspapers.

Selected Achievements:

- Supporting member of the 1992 team that won the Pulitzer Prize Investigative Reporting for a series on questionable cash seizures by Volusia County law enforcement.
- Twice named the Sentinel’s “Reporter of the Month,” and the 1996 “Journalist of the Year” by the Florida Audubon Society.

REPORTER JANUARY 1988 TO JULY 1989

The Los Angeles Times, Los Angeles, California

- I covered several cities for San Gabriel Valley bureau of the Times, where I previously worked as a summer intern on the Metro Desk.

EDUCATION

BACHELORS OF ARTS DEGREE, JOURNALISM 1987

San Jose State University, San Jose, California

Graduated magna cum laude

OTHER

BOARD MEMBER 2004 to 2008

Genesis World Mission, Garden City, Idaho

I served as a board member for a faith-based, non-profit organization serving the needs of the indigent and uninsured in the Treasure Valley and in selected locations across the globe. For more than two years, I was the chairman of the Fundraising & Marketing Committee.

SOCCER COACH 2005 to 2010

Idaho RUSH Soccer, Boise, Idaho

I coached 10 seasons of youth soccer, hampering impressionable boys with skills dating from the Dark Ages of American soccer (the late 1970s/early ‘80s).

BOARD MEMBER 2014 to 2017

Boise Young Rider Development Squad, Boise, Idaho

I helped to guide and provide communications for one of the premier youth cycling and racing programs in the nation, BYRDS, winner of 24 national championships over the past 15 years.