

SANDRA WARMOTH: SKILL SETS

COUNTER-TERRORISM-RELATED RESEARCH:

Information collection, analysis, reporting – Counter-terrorism, Homeland Security, International Law

Mapping terrorist organizations

Profiling terrorist organizations, leaders

Terrorism financing, resource networks, narco-terrorism pipelines

Assessments – threats, trends:

Islamic terrorism, movements, networks; CBRN terrorism; rogue states, rogue state alliances

Regional-level analysis – Greater Middle East, Africa, Latin America:

Geo-political dynamics; country briefs; criminalized, criminalizing states; cooperation: state, non-state armed actors; safe havens

State-level analysis – weak, failing, failed states; political leadership

Islamic religio-geopolitical analysis

Maps – geo-political landscaping, terrorism landscaping

RELIGIOUS ANALYSIS:

Islam – Generous Qur'an, Ahadith, doctrines, culture, historical backgrounders

Judaism – Tenach, doctrines, culture, historical backgrounders

Christianity – Holy Bible, doctrines, culture, historical backgrounders

NEWS REPORTING:

Newsgathering, research, fact checking, analysis

Interviewing, reporting

Editing; proofreading; writing headlines, cut-lines

Newspaper layouts; news photography

COMMUNICATIONS:

Crisis Communications

Mass – print media, Internet, radio, television

Corporate – internal, external, executive, strategic, B2B, B2C, B2G, small group, dyad

Non-Profit – internal, external, executive, public relations, promotional, B2G, small group, dyad

Visual – video production, PowerPoint presentations

Audio – audio production

WRITING FORMS:

Scholarly – research papers, policy papers, critical essays, position papers, monographs, books

News – breaking, straight, soft, features, political, budgetary, political profiles, human-interest, informative, sidebars, police briefs, advances, narratives, press release rewrites

Magazines – features, human-interest, informative, police briefs

Newsletter – interpretive news, analysis, news briefs; backgrounders, editorials, commentaries

Business – Emergency Management, safety, business plans; company policy manuals; contracts, change orders; executive profiles, correspondence; business correspondence; VOM messaging; booth exhibits; full spectrum of business implements, forms, marketing collateral

Non-profit – organizational plans, correspondence; executive profiles; tour, speaker itineraries; booth exhibits; press releases, PSAs; full spectrum of business implements, forms, marketing collateral

SANDRA WARMOTH: SKILL SETS

FOR-PROFIT:

Business start-up, planning, development; market trends, analysis
Developing corporate identity, culture
Program development, implementation
Administration – policies, procedures
Quality control
Inventory control
Procurement
Bookkeeping – set-up, management
Accounting – Accounts Payable, Accounts Receivable; payroll; quarterly, annual reporting; budgeting
Staffing, employee training, conflict resolution, Human Resource management
Event planning, implementation; charitable giving
Liaising – office to field, business to government, business to business, industry relations
Supportive Project Management (jobsite); supportive project estimating
Safety – office, jobsite; OSHA compliance; safety meetings; tracking Certificates of Insurance
Hazardous Materials control, ensuring compliance with Material Safety Data Sheets

NON-PROFIT:

Securing federal, state tax exemptions; securing permits; filing government forms
Organizational, program development
Publishing organizational newsletter – “paste-up” to printing
Advocacy, defense
Project, records management
Accounting, financial reporting
Fund-raising: organizational, emergency; volunteer drives; mass mail-outs, building mailing lists
Donor relations; coalition building; networking; liaising with government, organizations
Public speaking (small groups)
Event, itinerary planning; overseeing Kashrut dietary requirements
Executive image-making, coaching

MARKETING:

Analysis; branding
Brand marketing; rollout
Advertising; special events

GRAPHIC ARTS:

Brochures
Logo design
Themed exhibits
Signage

WRITING GUIDES:

Working knowledge of Associate Press Stylebook
Working knowledge of American Psychological Association Style