

Contact

760-876-7427 (Work)
lisbastian007@gmail.com

www.linkedin.com/in/lisbastian
(LinkedIn)

www.TropicsLifestyle.com
(Company)

www.BastianPR.com (Company)

Top Skills

Editing

Publications

Corporate Communications

Languages

English

Certifications

DCSA Federal Background
Investigator (credentials/badge) -
Contractor

Honors-Awards

Top Secret security clearance:
favorable adjudication

Five IABC Silver Quill Awards (multi-
state)

IABC Gold Quill Award (global)

MarCom Platinum Award (global)

11 IABC Bronze Quill Awards (local)

Publications

Country Lifestyle magazine ~ Sept./
Oct. 2010

Marketing brochures for various
clients ~ examples

Photo: "Alamo Tea Party Patriot"

Country Lifestyle magazine ~ Nov./
Dec. 2010

Web Surfing for Great Locations

Lisa Bastian

Tropics Lifestyle® magazine publisher
Journalist & PR
GalBackground Investigator
San Antonio, Texas, United States

Summary

Hello, I'm Lisa Bastian, a professional, ethical and dependable business communicator. That means I am a journalist/copywriter, editor, managing editor and PR practitioner working in print/online worlds.

During the pandemic, I followed my heart and laid the foundation for my own digital home/garden magazine, Tropics Lifestyle (to be housed on www.TropicsLifestyle.com).

My portfolio overflows with more than 550 magazine and newsletter articles, brochures and guidebooks, business/technical editing gigs, website creation projects, press releases/kits, and executive bios. + Visit www.BastianPR.com portfolio website for details.

Communications is my calling. Bottom line: I love words, and use them deftly to tell stories about ideas, people, places and companies. Over the years I've been fortunate to have won 35+ communications awards from IABC (Gold, Silver, Bronze Quills) and other industry groups for simply doing work I thoroughly enjoy. Seriously; what's not to love about interviewing inspiring government, nonprofit and corporate leaders, or be given an opportunity to change hearts and minds about things that truly matter in the universe?

However, I get the most satisfaction when projects introduce me to "carpe diem" people living virtuous lives with great enthusiasm. I especially applaud the unselfish individuals working to uphold the dignity and worth of others, from the pre-born to the elderly. That's why I founded LinkedIn's Pro-Life Media & Communications group in 2009 (1,025+ members) to connect like-minded life savers, and served on a crisis pregnancy board a few years.

"Pray, hope and don't worry" (Padre Pio) is my mantra I share with you in these troubled times.

Experience

Palm Life Publishing, LLC

Company Owner

June 2021 - Present (1 year 3 months)

San Antonio, Texas, United States

Tropics Lifestyle, a new digital lifestyle magazine (www.TropicsLifestyle.com), is owned/published by Palm Life Publishing, LLC. The publication shares ideas and original interviews about enjoying a tropical/coastal mindset and home oasis anywhere on Earth. Home decor, art, designer tips/trends, books, inspiring homes, gardens, recipes, features, more. Connecting Ocean-Beach-Rainforest. Single issue \$3.99, 4x/yr. subscription is \$19.99. Multiple advertising options. Open to creative contributors, and PR agencies representing brands with engaging, relevant content to share with readers. First issue will be published late 2021. Email Lisa at info@TropicsLifestyle.com for any pre-launch questions.

Bastian Public Relations

Company Owner

April 1986 - Present (36 years 5 months)

San Antonio, Texas Area

Principal of a well-established virtual agency specializing in writing, editing, publishing, and publicity. Partner with other business communicators, PR/ad agencies; contract talent for select companies. Key sectors: publishing (25 years), economic development (15 years), healthcare, banking, legal, meetings (8 years), travel/tourism (12 years), HR staffing. Projects completed for National Lawyers Association (newsletters), Procter & Gamble, NCR, San Antonio Chamber of Commerce, ATP Tennis, PNC Bank, American Hotel/Motel Assoc., Archdiocese of San Antonio, Meeting Professionals International, Alameda Museum (Smithsonian affiliate), Solera Holdings (website) Country Lifestyle (managing editor), Grubb & Ellis (PR), International Business Expo (PR, 30+ trade shows), Reuben Donnelly/One Book Yellow Pages (PR, Cincinnati mkt.), planetfeedback.com, e-cruiter.com, Swope Parkway Health Center (PR)--plus govts. of The Netherlands, Canada, Mexico, New Jersey, Las Vegas (economic development brochures).

Former Editor, Business SouthTexas magazine; Research Editor (6 editions) of "Business Plans Handbook" published by world's largest reference company. Co-author "Cincinnati: City of Charm" with Nick Clooney (10,000

copies, 100 firm profiles). Writer: Mars Petcare US (employee mag) Ingram's, Corporate & Incentive Travel, Business Travel Management, Lodging, Mexicana Airlines, and various hospital magazines. Contributing Writer: The Meeting Professional, 42,000-circ. monthly, international magazine (1988-1996). Majority of 60+ articles were cover stories on meetings industry. Enjoyed dozens of press trips around world. Contract Dir. of Communications (2011) for Alexander House Apostolate, marriage ministry. Did local PR for inventor Mark Sullivan (2012, ABC's "Shark Tank").

As Business Analyst for a client, I create intel reports about Fortune 1000 firms used by national sales teams (April 2019 - present).

General Dynamics Information Technology

Background Investigator, Federal

November 2020 - Present (1 year 10 months)

United States

Hired to conduct federal background investigations for GDIT clients using federal investigative credentials as Contractor. Work on "as needed" schedule. GDIT employees support and secure some of the most complex government, defense, and intelligence projects across the country to keep America safe and secure.

1FORCE

Background Investigator, Federal, multiple contracts

August 2015 - Present (7 years 1 month)

San Antonio, Texas Area

Retained as contract Special Investigator to conduct Top Secret, Secret and Confidential federal government background investigations for 1Force's client Perspecta (formally Keypoint). Possess various federal credentials to conduct casework. Conduct full-field investigations based on suitability, loyalty and security. My activity supports 50+ government agencies engaged in some of America's most sensitive missions supporting our nation's safety and security. Favorably adjudicated to Top Secret government clearance level to do job. (Took hiatus from here 5/2021 to 10/2021).

Information Discovery Services

Background Investigator / Texas Private Investigator

October 2014 - November 2018 (4 years 2 months)

San Antonio, Texas Area

Background Investigator who worked multiple contracts for various IDS clients involving safety and security of our citizens. Conducted comprehensive background investigations and wrote detailed reports to help organizations determine suitability of job applicants/employees for accessing sensitive and/or classified information. Held Texas Private Investigator license to perform duties. IDS of Ft. Worth provides diverse investigative services across the nation and in all U.S. territories. Part-time, intermittent employee.

CACI International Inc

Special Investigator, Level II / OPM (contractor, FT & PT)

January 2012 - September 2014 (2 years 9 months)

San Antonio, Texas Area

Special Investigator retained by the Washington, D.C.-based U.S. Office of Personnel Management via employer CACI. My work was part of first line of defense helping prevent potential threats to our national security. Worked on federal background investigations determining employment suitability, loyalty and security of persons requiring access to sensitive and/or classified U.S. govt. information. Investigations done for a multitude of government agencies / military branches supporting many of nation's most sensitive missions. Cleared at Top Secret level.

= Conducted face-to-face subject interviews to confirm existing data, and gather new, relevant info about diverse areas of subject's life.

= Conducted face-to-face comprehensive interviews with employers, associates, references and other knowledgeable individuals. Reviewed records to obtain facts needed to resolve all material issues in a case, and/or to establish the background, reputation, character, suitability and qualifications of subject under investigation.

= Performed record searches at law enforcement, educational, financial, medical facilities.

= Wrote detailed investigative reports sent on to be reviewed, then adjudicated, for clearance decision.

= Mentored/trained two FT people who became high-performing field investigators.

FT employee, Level 1, 1/2012 to 5/2013. Contract, Level 1, 5/2013 to 3/2014.

PT Level II, 3/2014 to 9/2014.

Country Lifestyle magazine

Managing Editor

December 2009 - March 2011 (1 year 4 months)

Boerne, Texas

Bi-monthly San Antonio & Texas Hill Country lifestyle magazine; part of Blue Sky Publications group. Edited/proofed all copy, managed freelance staff, helped set editorial calendar, assisted art director with layout, represented magazine at public functions, etc. Wrote 2 award-winning profiles about national jeweler James Avery and Boerne entrepreneur Tom Cusick. Also held position 2006-2007. Freelance. This general interest, luxury in-home magazine was region's most powerful advertising vehicle. Press run: 10,000 copies/issue. Readership covered Texas coast up to DFW. Also sold in HEB, Walmart throughout region.

InGenesis, Inc.

Dir. of Corporate Communications / PR Consultant

August 2008 - September 2009 (1 year 2 months)

San Antonio, Texas Area

First-ever and only employee responsible for establishing/implementing various corporate communications activities for this [then] small healthcare staffing agency in progress of transforming into a national, diversified healthcare services firm. Wrote numerous nomination packages which delivered multiple prestigious local, regional, multi-state awards honoring company, its president and/or Web site; e.g., 2009 Dept. of Commerce "Minority Service Firm of the Year" award (1 of 5 firms nationwide); listings as Inc5000 honoree (2009, 2008). Wrote content/site map for award-winning www.ingenesis.org and www.ingenesisarora.com. My PR efforts gained national exposure for firm, increased its credibility in staffing industry/community, and helped it win multi-million-dollar govt. staffing. Foundational efforts paid off, as in 2012 InGenesis was named the fifth-fastest growing inner city-based company in America by the Institute for a Competitive Inner City. Contract PR consultant, Aug. 2008 to April 2009; part-time employee April 2009 to September 2009.

Business SouthTexas

Editor

March 2007 - September 2007 (7 months)

Editor for monthly magazine--the "voice of the South Texas business community"--mailed to well over 20,000 business people in 38-country region of South Texas (San Antonio/Austin and the border cities) as well as in Mexico, Canada and Washington, D.C. Managed freelance writers, worked closely with graphic designer and publisher on design, edited all copy, wrote major feature stories. My story about pandemic preparation in TX won major IABC Silver Quill award in 2008. Freelance (left when magazine ceased publication).

PCI Educational Publishing

Editor, New Product Development division

March 2005 - November 2005 (9 months)

Key editor with company selling nationally produced educational materials for Elementary Special Ed, Elementary Regular Ed, Secondary, At-Risk, and Early Academics. Editor of K-12 educational materials (e.g., math, economics, language arts, science, history). Worked exclusively in New Product Development division. Exhibited outstanding copyediting, proofreading, fact-checking, organizational and communication skills; helped develop new and updated materials from pre-design to final-approval stages. Expected to achieve near 100% accuracy. Created, led editorial team charged with revamping internal processes to decrease editing time, improve product quality and increase profits. Assisted content editors as needed. PT position, FT schedule.

Expo Source, Inc

Media Relations Manager

1987 - 1991 (4 years)

Gained local publicity and wrote media kits for more than 30 public trade shows in five Midwest markets: Cincinnati Business Expo, Spring 1987-91; Fall 1988-90; Columbus Business Expo, Spring 1989-90, Fall 1989-90; Louisville Business Expo, Spring 1990-91, Fall 1989-90; Lexington Business Expo, Spring 1990; Dayton Business Expo, Spring 1988-91, Fall 1988-90; Cincinnati Travel, Sports & Boat Show 1986; Cincinnati Fall Home Show 1986; Dayton Home & Garden Show 1989-91; Cincinnati Industrial Expo Spring 1990; Cincinnati Construction Expo Fall 1990, Dayton Adult Toy Show 1988-90. Company formerly known as International Business Expo. Freelance (left to pursue other types of work).

PNC Bank/Central Trust Bank, Cincinnati operations

Editor, Marketing Department

1987 - 1988 (1 year)

Editor, sole writer and photographer of The Bottom Line, monthly magazine for 3,000 employees of PNC Bank's Cincinnati affiliate (formerly known as Central Trust before merger). Transformed publication from 4-page newsletter to 16-page full-color magazine. Also wrote customer financial newsletters. Direct report, assistant, to VP Marketing. Part-time (left to care for sick child).

NCR

Technical Writer & Editor

1986 - 1987 (1 year)

Wrote and edited a series of technical manuals about software used in new computerized cash registers made by NCR, the Dayton-based global computer giant. Worked with engineers and other members of publications team. Engineers listened to my input and made software changes to improve usability of programming. Learned technical writing from employer and self-study. Contract worker (left due to imminent downsizing of staff).

Dan Pinger Public Relations

Account Executive

1986 - 1986 (less than a year)

Cincinnati, Ohio Area

Sole employee of prestigious agency Dan Pinger established in 1984; replaced two full-time people and expected to take over all their projects (I did, until sleep deprivation kicked in). Worked solely with well-known PR guru Dan Pinger on media relations projects for clients such as ATP Championship (tennis), PNC Bank/Cincinnati, and Hart Productions (travel/sports convention center trade shows). Company later evolved into one of the Midwest's oldest, most respected independent public relations firms; acquired in 2007 by Powers Agency.

St. Anthony Messenger

Assistant Editor

1981 - 1986 (5 years)

Edited national Catholic magazine (400,000+ monthly circulation. 1 million+ readership) plus books and newsletters published by The Franciscan Fathers. Wrote monthly two-page world news column, feature stories, editorials, press releases, newsletter articles, etc. Member of editorial board deciding content. Reviewed hundreds of query letters each month. Worked with, and mentored by, some of the most talented writers and editors in the global Catholic publishing world.

National Solarcrete, Inc.

Marketing Director

1980 - 1981 (1 year)

Erlanger, KY

Wrote bi-monthly corporate newsletter and press releases for nationally franchised construction company. Established in the early 1980s, Solarcrete was a pioneer in developing a patented energy-efficient building system incorporating solar energy elements with rebar-strengthened polystyrene walls

sprayed with fiber-infused concrete. Temperature-regulating earth tubes were optional. Resulting structures (home, office buildings) experienced significantly lowered heating and cooling costs. Firm went bankrupt in 1981, est. I was first/only person in communications function.

Education

University of Cincinnati

B.A., English Literature · (1980)

University of Cincinnati

Certificate, Journalism · (1980)