

happy CUSTOMER

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Executive Profile

Creative and strategic professional with 20+ years expertise in all aspects of successful marketing, brand management, media planning, public relations, corporate communication, and event coordination. Excel in managing multiple projects concurrently with strong detail, problem solving and follow-through capabilities. Created integrated strategies to develop brand evolution and media endorsement. Highly successful in designing and implementing creative media campaigns and utilizing strategic partnerships.

- ✓ Skilled in varied industries including Fortune 500 retail, sports- entertainment, and non-profit organizations
- ✓ Ability to translate company goals into marketing programs that are creative, compelling and cost-effective
- ✓ Proven track record in the areas of general marketing, internet marketing, advertising, media and public relations, and branding
- ✓ Developed and executed company-wide communications strategies
- ✓ Served as consultant to C-Level executives; prepared speeches and briefed them prior to public appearances
- ✓ Led and collaborated with cross functional teams and project management for strategic marketing and communications initiatives
- ✓ Developed effective creative briefs and communication plans; clearly defining strategy, key message and deliverables
- ✓ Proficient driving marketing and communications programs across B2B and B2C channels

Accomplishments

- ✓ Heightened visibility and awareness of organizations through acting as primary corporate spokesperson and securing and coordinating executives' media participation
- ✓ Expertise in development and direction of strategic communication initiatives supporting overall business objectives and promote branding
- ✓ Developed media kits and press releases, conceptualized and pitched story concepts, and coordinated media inquiries
- ✓ Directed and created award winning collateral material and feature articles
- ✓ Planned and organized large scale events and programs, including a formal dinner for 1,000 guests, corporate award galas, golf tournaments, and investor presentations
- ✓ Conceptualized, coordinated and served as project director and senior writer for a commemorative magazine celebrating the Oakland Coliseum's 25th anniversary
- ✓ Served as media and communications consultant for Angels Productions, the production company for the Disney film "Angels in the Outfield"

Relevant Employment History

Vice President, Corporate Communications, A Happy Company; Dallas, TX

2008-2009

Served as corporate spokesperson; prepared and briefed senior executives for interviews; wrote press releases and developed media kits. Produced content for Web sites.

- ✓ Coordinated the dissemination of corporate information to internal audiences through the development of intranet messaging, videos, newsletter articles, e-mail announcements, and a branding event for associates nationwide

Director of Corporate Marketing and Communications, Happy Firm; WDC 2007-2008
Developed and produced marketing/communications material for external and internal audiences, including corporate collateral, Web site content, newsletters, and training material.

- ✓ Enhanced awareness of companies, executives and projects through media relations; developed media kits; composed and distributed press releases
- ✓ Heightened brand identity through development of marketing communications materials; coordinated internal and external branding events

Assistant Vice President/Director of Corporate Communications 2002-2007
Joyful Company; Greenbelt, MD

Increased public profile and brand identity of real estate organization with seven affiliated operating companies through integrated public relations strategies. Served as corporate spokesperson and secured media coverage for the company. Wrote and produced media kits, press releases, and articles.

- ✓ Created marketing material for a variety of external audiences; collaborated with senior executives to develop presentations for industry, client and investor audiences; assisted with proposals
- ✓ Coordinated internal communications, including the production of newsletters, intranet messaging, and executive presentations; served as speechwriter for CEO and facilitated media interviews
- ✓ Planned and managed events to celebrate major projects

Media Relations/Marketing Program Manager, Exuberant Companies; Arlington, VA 1999-2002
Pitched story ideas and coordinated numerous feature articles that significantly increased traffic to properties. Enhanced corporate profile through generation of industry awards.

- ✓ Coordinated a variety of events, including a formal dinner for 1,000 guests, golf tournaments, opening parties groundbreakings, and investor presentations; scripted the residential division's annual awards program
- ✓ Wrote and co-developed newsletters, training material, presentations, and contests for associates

Regional Public Relations/Management Support, Whack a Mole Industries; Washington-Baltimore Region 1996-1998
Forged relationships with metro area media to promote products, stores, services, and special events.

- ✓ Created new position responsible for promoting company, products and services through media relations
- ✓ Served as a liaison for charitable requests; assisted with special projects and events

Regional Director of Marketing/Communications, Sasquatch Home Office; San Jose, CA 1994
Directed media efforts and oversaw the development of marketing material for a variety of events, promotions and fundraisers.

- ✓ Coordinated with the Oakland Athletics to create a new program for children with cancer and their families; developed program partnerships with the San Jose Sharks and the San Jose Children's Discovery Museum
- ✓ Served as co-chair for the annual "Courageous Kids" event; coordinated and oversaw marketing efforts

Director of Media Relations, Big Shiny Sparkly Place; Oakland, CA 1992-1993
Secured media coverage for events, concerts and shows; facilitated press conferences and media interviews for coliseum executives, visiting artists and performers; developed press kits and press releases.

- ✓ Served as Director of Media Relations for Oakland's NFL Expansion Effort
- ✓ Coordinated with and supplemented the PR efforts of the Oakland Athletics and the Golden State Warriors

Education

BA, Education; Wake Forest University; Winston Salem, NC