

PUBLIC RELATIONS MARKETING MANAGER

Summary

Driven Public Relations/Marketing/Media expert bringing extensive knowledge of media production, messaging, communications and dissemination techniques and methods. Excellent oral and written communication skills with demonstrated success in developing impactful strategic media, marketing and public relations plans. Superb writer and editor who communicates effectively with target audiences through strategic brand management and PR campaigns. Public Relations Specialist with 20+years in marketing and PR. Poised and competent team builder and natural leader who thrives in fast-paced corporate environments.

Highlights

- Promotional campaigns
- Relationship building expert
- Project management
- Copywriting and copyediting
- Deadline-driven
- Exceptional writer
- Sponsorships
- Exceptional multi-tasker
- Decisive problem solver
- Persuasive negotiator
- Organized and efficient
- Motivated team player
- Account management
- Direct marketing campaigns
- Excellent written and verbal communicator
- Start-up background
- Microsoft Office Suite expert
- Enthusiastic team player
- Self-directed
- Media relations

Accomplishments

Hired, trained and managed a team of [Number] successful product managers. Launched aggressive growth plans that helped increase customer base from [Number] to [Number] customers. Initiated groundbreaking PR campaign for a television company, which secured [Number]% additional public interest compared against earlier efforts. Initiated a public relations campaign for a non-profit on a tight budget, raising over \$[Amount]. Nominated [Company Name] products for awards and successfully captured [Number] major industry awards. Led [Company Name] to receive the [Award Name] Award in [Year].

Experience

07/2009 to 08/2011

Public Relations Marketing Manager Company Name 1/4 City, State

Develop and implement communications strategies.

Work daily with a broad range of press outlets covering television, music, business, marketing, politics, entertainment, digital media and advertising. Draft and edit press releases and by-line articles to high standard consistent with company messaging and editorial guidelines.

Develop plan and execute social media activity. Create electronic press kit and manage all aspects of press kit. Develop and implement consumer promotional campaigns.

Includes establishing and managing all vendor relationships.

Manage relationships with a variety of media including tech, business, local, and vertical and across media types including blogs, online, print and broadcast.

Manage and attend media related events.

Develop and maintain good working relationships with the media. Including local and national newspapers, trade magazines, radio, and television.

Develop and supervise media training.

Compose key message points for executive and talent interviews, and create internal and external communication/messaging.

Provide counsel to executives on messaging and media relations.

Work with management and administrative staff to support the writing and development of strategic communication pieces for the company. Defined project and company vision, strategies and tactics. Researched, negotiated, implemented and tracked advertising and public relations activities. Evaluated and managed new strategic business opportunities. Expanded product and company recognition in the national press to support the sales and marketing teams. Established and maintained cooperative relationships with representatives of community, consumer, employee and public interest groups. Organized public appearances, lectures, contests and exhibits to increase product awareness. Designed web and other content, including monthly newsletters and promotional calendars. Coached client representatives on effective communication with the public and employees. Worked with management to identify trends and developments that might influence PR decisions and strategies. Cultivated positive relationships with the community through public relations campaigns. Managed all media, press and public relations issues. Estimated project costs and monitored budgets. Conferred with production, graphic design and web-design personnel to coordinate production of corporate communications materials. Developed corporate communications strategies and programs, including project timelines. Coached less experienced public relations staff members on corporate communications practices. Identified, developed and evaluated marketing strategies based on

knowledge of company objectives and market trends. Evaluated return-on-investment and profit-loss projections. Compiled comprehensive lists describing product and service offerings. Developed [Number] marketing strategies and campaigns each quarter. Collaborated with advertising and promotion managers to promote products and services. Developed and executed [Number] integrated marketing plans each quarter. Collaborated with marketing and communications teams on standardization, design and production of marketing materials. Created sales strategies to promote advertising offerings and motivate larger deals. Promoted brand awareness through SEO optimization and attractive web design. Spearheaded the creation of blogs and social media content. Produced engaging online marketing campaigns.

11/2006 to 08/2008

Vice President Sales & Marketing Company Name i/4 State

- Maintain oversight of all PR activities; assist in managing external PR agency activity as appropriate.
- Develop and execute editorial visibility plans for top editors and reporters.
- Review editorial schedules and managing process to ensure Kemin Health appears in all key features.
- Assist with organization of press briefings, media training, photography, and press attendance at company seminars.
- Publicize high-profile media coverage on company website and maintain the PR site on kemin.com
- Publicize all upcoming and current publicity through a wide range of consumer, trade and online outlets and sites.
- Provide thought leadership on the evolution of advertising, emerging trends, technologies, entertainment and media, especially with regard to the digital media space Work with marketing team to ensure a connection between content creation and publicity.
- Update and optimize sales presentations, tools and collateral through engagement with sales team to understand and address their needs Responsible for every aspect of coordinating photo shoots with talent including working with other departments to hire photographers, scouting locations, planning budgets, etc.
- Vice President/Marketing Â· Built Marketing Department, developed consistent plans, goals, budgets, campaigns to build brand awareness and produce results Â· Simultaneously coordinated/managed all advertising, corporate events, trade shows, public relations, proposals, customer appreciation events, sales collateral for each business segment including Housby Mack, New and Used Trucks, Isuzu, VOCON Auctions, Housby Truck Lube, Housby Mixer Group, Second Generation as well as individual dept (parts, service, paint, body shop) Â· Implemented systems and strategies to develop consistent marketing throughout all business channels including monthly communications to large customers and prospects.
- Organized, maintained and grew database from 15,000 Â· 100,000+ contacts Â· Developed custom websites to allow customers to track purchases and progress of equipment Â· Redesigned/updated main website to be more customer friendly Â· Implemented online bidding for auctions which exposed company to worldwide audience and increased customer attendance to sales by 100% Â· Increased traffic to auction website from average of 300 page views a day to 5000+ page views/day.
- Up to 30,000 page views on days leading up to auctions Â· Simultaneously developed marketing plans for startup auction company and launch of truck lube targeting multiple audience groups.

12/2004 to 07/2006

Assistant Vice President, Sales Development Consultant Company Name i/4 City , State

- Sales Management Team Â· Regular interaction with Executive Leadership Team Â· Launched/Project Manager/Executive Producer of quarterly audio show hosted by National Sales Managers Â· Project Manager/Executive Producer quarterly skill building video series Â· Developed unique promotional campaigns to build awareness about projects and maintain visibility between each release Â· Responsible for writing retail keynote speech for National Sales Managers at national sales conference Â· Executive Producer of Recruiting Video for national recruiting campaign which won two National Telly Awards for team building and recruitment Â· Wrote scripts for multiple videos and workshops to drive national campaign/partnership with bestselling author, David Bach, to help inspire millions of Americans to purchase a home Â· Manage multiple outside vendor relationships Â· Called on to help various departments write speeches, scripts, press releases and newsletters as needed.

09/1993 to 10/2004

Producer Company Name i/4 City , State

- Responsible for all aspects of producing The Oprah Winfrey Show Â· Responsible for conceiving strategic, new, original and interesting ideas for 20+ hour long shows per season Â· Produce 2-3 shows a month covering a range of topics (Oprah's Voting Party with Cameron Diaz, Drew Barrymore, P Diddy and Christina Aguilera; Inside Detox: a suburban mother's struggle to kick her addiction to prescription drugs; The Cast of Friends Says Goodbye; Lisa Ling Investigates Bride Burnings; Julia Roberts is Having Twins, Weight Loss Success Stories with Bob Greene) Â· Supervise team of three associate producers, production assistant, researcher, field producer, legal coordinator, audience coordinator Â· Write show scripts and voice overs Â· Field produce multi-camera shoots with Oprah Winfrey Â· Adhere to budget Â· Create and design special sets and graphics to set tone for each show Â· Ability to juggle multiple show topics at one time in fast paced, high pressure environment without missing any details or deadlines Â· Perform daily negotiations with movie studio executive, networks, publicists, talent, record labels, corporations, advertising executives, product managers.

Education

Bachelor of Arts : Sociology, Journalism Drake University i/4 City , State

Sociology, Journalism

Skills

administration, photo, advertising, ad copy, agency, audio, broadcast, budgets, budget, com, content creation, database, editorial, edit, fact

administrative, photo, advertising, ad copy, agency, audio, broadcast, budgets, budget, com, content creation, database, editorial, edit, list, features, graphics, team building, Leadership, legal, managing, marketing plans, marketing, Marketing consulting, media relations, media training, messaging, Lisa, negotiations, networks, newsletters, newspapers, page, paint, photography, camera, presentations, press, press releases, PR, producing, Producer, progress, proposals, Public Relations, public relations, publicity, radio, Recruiting, recruitment, researcher, retail, Sales, Sales Management, seminars, scripts, speeches, speech, Stories, strategic, strategic marketing, television, trade shows, unique, Video, website, web content, websites, workshops, author, articles

Additional Information

- Awards • Emmy, BEST TALK SHOW • National Telly Award for WFHM Sales • Team building • National Telly Award Category • Corporate Recruitment Iowa Women's Leadership Conference, Steering Committee • Appointed to National Mack Dealer Marketing Advisory Board by Mack Corporate