

ASSOCIATE DIRECTOR

Interests

World Endeavors International Volunteer Program, Northern Thailand April-May 2006 Assisted Thai teachers and government officials in a primary school for underprivileged children with the goal of introducing new ways and means to improve the facility and educational experience. Undergraduate Writing Consultants Program Fall 2003 Recommended by professor because of high academic achievement, outstanding writing ability, and effective communication skills. Encouraged students to improve writing through individual and group tutoring. University College Peer Advisor Program Fall 2003, Spring 2003 Developed relationships with freshmen by providing support and assistance through the difficult transition period in both the academic and social arenas. P.R.O. - Public Relations Organization of URI Spring 2003 - Present Founding member of a recognized chapter of the Public Relations Student Society of America.

Professional Summary

Skills

advertisements, advertising sales, brochures, Cancer, client, clients, database, direct marketing, logistics, Director, mailing, market research, marketing, materials, online marketing, press releases, Programming, public relations, Publicity, researching, sales, sales development, strategy, supervisor

Skills

Work History

07/2006 to Current

Associate Director Company Name

- Manages direct marketing communications for advertising sales and public relations initiatives.
- Manages marketing, operations, and logistics for all of Technology Review's event business, including the annual Emtech Conference at MIT.
- Directs all public relations activities and media outreach for Technology Review's annual special projects, including the TR35: The Top 35 Innovators under 35, the TR50: The Top 50 Most Innovative Companies, and the TR10: The Top 10 Emerging Technologies.
- Handles sales development for sponsorship sales including market research, pre-qualifying prospects, and creating sales materials.
- Set strategy and coordinate all deliverables for media partnerships.

06/2005 to 03/2006

Marketing Assistant Company Name

- Researched effective marketing venues to reach target audience and then implemented these plans, both online and in print.
- Created print and online advertisements as well as product line brochures to be used in mass mailing activities in order to generate interest in new models.
- Qualified customers as potential buyers at boat shows, answered product questions, and provided necessary follow-up with clients to encourage the purchase of a sailboat or powerboat.
- Maintained the client database and managed customer relationships before and after sale.
- Oversaw online marketing activities for direct supervisor as well as the four additional offices of the company.

Public Relations Intern

- American Cancer Society Spring 2005.
- Aided the Media Director for Rhode Island in researching, promoting, and implementing current and new cancer-awareness programs.
- Created press releases and worked with local media to gain coverage of programs.
- As the URI Relay for Life Publicity Chair, promoted the first-ever Relay For Life at the University of Rhode Island, which raised over \$50,000.

04/2004

Event Coordinator Intern Company Name

- Assisted student organizations with all aspects of on-campus programming from start to finish.
- Individually generated the Student Programming Handbook, a comprehensive and user-friendly guide to on-campus programming.

Additional Information

- **LEADERSHIP EXPERIENCE** _____ World Endeavors International Volunteer Program, Northern Thailand April-May 2006 Assisted Thai teachers and government officials in a primary school for underprivileged children with the goal of introducing new ways and means to improve the facility and educational experience. Undergraduate Writing Consultants Program Fall 2003 Recommended by professor because of high academic achievement, outstanding writing ability, and effective communication skills. Encouraged students to improve writing through individual and group tutoring. University College Peer Advisor Program Fall 2003, Spring 2003 Developed relationships with freshmen by providing support and assistance through the difficult transition period in both the academic and social arenas. P.R.O. - Public Relations Organization of URI Spring 2003 - Present Founding member of a recognized chapter of the Public Relations Student Society of America.

Education

May 2005

Bachelor of Arts : Public Relations English

University of Rhode Island - City , State

Public Relations English GPA: 91/4.0 Summa Cum Laude
Fall 2004

Queensland University of Technology - City
AustraLearn Study Abroad Program