

MARKETING, COMMUNICATIONS, & PUBLIC RELATIONS SPECIALIST

Summary

Public Relations Consultant knowledgeable about planning, creating and implementing campaign strategies and media relations placement.

Highlights

- Biography Writer
- Microsoft Office proficiency
- Self-Motivated Team Player
- Effective Communication
- Creative Problem Solving
- Office Organization
- Wardrobe Organization
- Front Desk / Greeter / Customer Service
- Office equipment: Fax, Scanner, and Multi phone Line
- Proficient in Microsoft
- Brand development
- Office Suite and Adobe Photoshop
- Research skills: legal, marketing, and location scouting
- Licensed and Trained Cosmetologist
- Certified Makeup Artist
- Westlaw and LexisNexis
- Knowledge of copyright law
- Project management
- Presentations
- Self-directed
- Knowledge of copyright law
- Westlaw and LexisNexis
- Office management
- New customer acquisition
- Problem solving
- Project management
- Copywriting and copyediting
- Promotional campaigns
- Relationship building expert
- Marketing and sales specialist
- Deadline-driven
- Exceptional multi-tasker
- Decisive problem solver
- Organized and efficient
- Motivated team player
- Time management
- Proper phone etiquette
- Works well under pressure
- Social media knowledge
- Understands grammar
- Labor relations
- Meeting planning
- Travel administration
- Legal administrative support
- Executive presentation development
- Scheduling
- Mail management
- Business correspondence
- Self-starter
- Human resource laws knowledge
- Multi-media marketing
- Direct mail campaigns
- Special events planning
- Skilled negotiator
- Graphic design

Accomplishments

Litigation

- Assisted attorneys with trial preparation, developed trial exhibits to motions and reviewed/organized documents for trial discovery.

Legal Administration Tasks

- Generated, typed, formatted and edited letters, documents, motions, briefs and client forms.
- Hired, trained and managed a team of 15
- Launched aggressive growth plans that helped increase customer base significantly.
- *Market Research*
- Defined industry segments and identified opportunities in domestic and international markets.
- *Organizational Development*
- Implemented strategy targeting high-profile clientele.
- Replaced industry leader within 9 months of product launch.
- *Initiated Email Marketing Project*
- Directed team to develop database of more than 250 K double opt-in members for weekly product update emails.

Experience

Marketing, Communications, & Public Relations Specialist

January 2001 to Current Company Name 1/4 City, State

- Cultivate and maintain close and productive relationships with journalists, bloggers and opinion leaders.
- Create print and Web-based communications materials; story pitches, press releases, Q-and-A interviews, presentations, video scripts and speeches - that are consistent with your client's image and message.
- Public speaking Correspondence with press on behalf of clients Press preparation of the client for conferences, media interviews and speeches.

Marketing Intern

Company Name 1/4 City, State

Social media outreach Event Planner

August 2010 to July 2014 Company Name 1/4 City , State

- Assist with negotiations for space contracts; Conduct research;
- Book event space after making site visits
- Create and revise room layouts for each event
- Order supplies and audiovisual equipment
- Arrange food and beverage
- Ensure appropriate décor
- Gather information on each project to achieve quality event production Make travel arrangements
- Propose new ideas to improve the event planning and implementation process
- Serve as liaison between vendors on event-related matters
- Assist with managing on-site production and clean-up for events as necessary
- Prepare nametags, materials, notebooks, packages, gift bags, registration lists, seating cards, etc.
- Close out of event
- Assist with preparing budgets and provide periodic progress reports to staff directors for each event project;
- Keep track of event finances including check requests, invoicing, and reporting;
- Coordinate appointments and visits to see our space, and scheduling of events on the calendar;
- Prepare and modify event contracts as requested.

Legal, Royalties Intern to the Regional Director of Urban Music

June 2013 to September 2013 Company Name 1/4 City , State

- Gathered and analyzed research data regarding statutes, decisions, legal articles and codes.
- Drafted meeting agendas, supplied advance materials and executed follow-up for meetings and team conferences.
- Managed the receptionist area, including greeting visitors and responding to telephone and in-person requests for information.
- Created PowerPoint presentations used for business development.
- Made copies, sent faxes and handled all incoming and outgoing correspondence.
- Photocopied all correspondence, documents and other printed materials.

Admissions Representative

March 2013 to September 2013 Company Name 1/4 City , State

- Computed, recorded, and proofread data, records and reports.
- Researched, negotiated, implemented and tracked advertising and public relations activities.
- Defined project and company vision, strategies and tactics.
- Identified customer needs through market research and analysis.
- Managed the editorial content, design and distribution of the external company newsletter.
- Cultivated positive relationships with the community through public relations campaigns.

School Board - Substitute Teacher

September 2006 to May 2010 Company Name 1/4 City , State

- Applied progressive teaching principles to a class of 29 students, improving standardized tests scores by 17% in six-month period.
- Conducted small group and individual classroom activities based on differentiated learning needs.
- Communicated effectively with educators from various grade levels.
- Taught English Literature to grades 10-12. Used variety of teaching techniques to encourage student critical thinking and discussion in 9th grade World History course.
- Taught Creative writing to a diverse class of 20 students. Established and enforced rules for behavior and procedures for maintaining order among a class of 18 students.
- Developed, administered and corrected tests and quizzes in a timely manner.
- Received high remarks for the creativity of classroom lesson plans and instructional techniques from students, parents and faculty.
- Designed lesson plans focused on age and level-appropriate material.

Human Resources Assistant

May 2003 to May 2005 Company Name 1/4 City , State

- Developed training manual for new staff to ease transition for new employees.
- Effectively communicated with team members to maintain clearly defined expectations.
- Collected, monitored and evaluated customer requirements to achieve desired delivery time and order fill rates.
- Generated and distributed daily reports and order acknowledgments to appropriate personnel.
- Served as a link between management and employees by handling questions, interpreting and administering contracts and helping resolve work-related problems.

Directed personnel, training and labor relations activities.

Advised managers on organizational policy matters and recommend needed changes.

Reviewed federal and state laws to confirm and enforce company compliance.

Created organizational flow charts and career path reports to evaluate employee compensation information.

Ran the bi-weekly payroll process.

Led a weekly open enrollment question and answer session with employees on benefit program updates.

Developed, implemented and monitored programs to maximize customer satisfaction.

Def Jam Records Marketing Assistant

January 2003 to January 2005 Company Name i¼ City , State

- Complete Works of Wardrobe 2009 List of Clients Live Nation Tennessee State University Busy Bee Marketing Def Jam Bailey's Billiards Coca-Cola Company Red Zone Entertainment Fli Musik Group Nashville "Music City" Fashion Show Carnivo Liquor Red Bull.

Marketing Assistant

March 2002 to March 2003 Company Name i¼ City , State

Marketing, Promotions, & Branding Assistant

January 1998 to September 2001 Company Name i¼ City , State

- Communicate with Marketing Department to ensure that the appropriate planning strategies and structures are in place and followed.
- Assist with the development of annual marketing plan for the organization Research for development of marketing plan Establish a system of reports and communications for all information from the marketing team to the sales team and for feedback Organize department meetings to review progress of programs and review of the week Employment Agencies, Office Team, Volt, Adecco - Administrative & Marketing Temp Southern University Law Center- Chair, Barrister's Ball Sports and Entertainment Legal Association, President 2014 / VP of Entertainment 2013.

Legal Assistant Intern

May 1999 to September 1999 Company Name i¼ City , State

- Completed case research via LexisNexis and Westlaw databases.
- Monitored legal volumes to verify that the law library was up-to-date.
- Collected data to prepare and draft settlement packages for clients.
- Composed and typed routine letters of correspondence.
- Analyzed law sources, including statutes, recorded judicial decisions, legal articles, constitutions and legal codes.
- Used computer databases, credit reports, tax and legal filings to locate persons and compile information for investigations.
- Organized legal memoranda and client correspondence.

Education

Juris Doctorate : Law , 2014 Southern University Law Center i¼ City , State , USA

B.S : Mass Communications , 2001 Tennessee State University i¼ City , State , USA

Mass Communications & Sociology

1 2008 Tennessee Technical Center i¼ City

Skills

Administrative, Adobe Photoshop, Artist, Book, budgets, conferences, contracts, Creative Problem Solving, client, Clients, Customer Service, event production, event planning, Fashion, Fax, image, invoicing, notebooks, Law, Legal, managing, marketing plan, marketing, materials, meetings, Microsoft Office Suite, Office, Works, negotiations, Office equipment, presentations, Press, press releases, progress, Public speaking, quality, reporting, Research, sales, Scanner, scheduling, Self-Motivated, scripts, speeches, Team Player, phone, travel arrangements, video, Writer