

PUBLIC RELATIONS AGENCY SAMPLE RESUME

SUMMARY

Ten years of public relations experience, specializing in the development, implementation and oversight of results-oriented employee communications, crisis communications and media relations programs.

HANNA/SMYTHE PUBLIC RELATIONS

Columbus, OH

Senior Account Supervisor

1/00 – Present

Hanna/Smythe Public Relations is Columbus' largest public relations firm, and is one of the Midwest's leading marketing communications firms. Promoted three times within five years, currently serving in a management role. As a supervisor, responsibilities include new business development, budget management, team leadership and strategic counsel. Areas of expertise include corporate brand positioning, internal communications, media relations, community relations, special event planning and execution, crisis management and executive communications.

Current and past projects include:

- Directing the internal and external communications for multi-business unit global logistics provider, Marvel. Accomplishments include: establishing Marvel as the leading supply chain management provider in the world through an aggressive ongoing media relations campaign; driving the development of and ongoing production of employee and executive newsletters; and preparing executive and spokesperson communications. Implemented external and internal merger, acquisition and brand communications; ongoing internal and external crisis communications planning; employee and customer communications and media campaigns.
- Supervision of agency's largest account – Stevens Corporation. Responsibilities include budget planning and management, development of media relations messaging, counsel and opportunities and internal team leadership.
- Management of communication needs for multiple global business units of International Chemical. Includes development of overall corporate communications branding and media relations program; annual report project supervision; employee, customer and key stakeholder message development for crisis program; ongoing Web site supervision.
- The development, launch and management of the "Momma Jane Road to Pasta Rewards" community outreach program, which supports Momma Jane's position as a caring corporate citizen. Includes drafting all support material, media and community relations efforts, direct mail management, creation of Web site and special event planning. Managed the Momma Jane's Scholarship program and the Momma Jane's Clean Plate Club for Charity community appreciation event.
- Created and implemented crisis scenario for Rebecca Laboratories. Scenario included extensive executive spokesperson training, message development and scenario development and role-play. Other projects for Rebecca include coordinating special events announcing Third Frontier partnership, in conjunction with Gov. Bob Taft's office; and ongoing executive media training workshops.
- Oversaw "Frenchie's World's Biggest Crème Broulet Bake-Up," at the Frenchie's Festival in Cary, NC. Award-winning results include broadcast airings in 177 markets nationwide; an 81 percent increase in market share in a multiple state region for the Frenchie's Ready to Eat Souffles and a new world record for the biggest crème broulet.
- Additional current projects include public relations program development for Aaron's Auto Parts, Kelley Tires, BLUEBAGS, Ltd., and Park N' Eat Corporation.

CUPCAKE COMMUNICATIONS

St. Louis, MO

Account Executive

2/98 – 12/99

A full-service marketing and advertising agency headquartered in St. Louis. CUPCAKE has branch offices around the world, and is one of the fastest-growing agencies in North America. Served in an account management role at the Toledo regional office.

- Directed internal and external communications for Mitchell & Wallach, a specialty alloy manufacturer. Counseled M&W during acquisition drafted customer and employee communications (including customer newsletter) and conducted ongoing media briefings.
- Supervised CARTA Technologies account, a Toledo E-Check provider. Crafted motorist, technician and political messaging; launched employee relations campaign (newsletter and educational events); community sponsorships and oversaw crisis communications.
- Spearheaded employee and media relations campaigns and customer events for Jones Electronics , a machine tool technology company, The Leeland Company, a hydraulics manufacturer, and Sarah's Plant Food. Strategies included aggressive media relations outreach; media tours and trade show briefings.

SMITH ADVERTISING

Cleveland, OH

Assistant Account Executive

1/97 – 1/98

Smith Advertising is one of the largest retail specialists in the Midwest, with a full range of services to local, regional and national clients. Supported S mith Advertising's largest account ,Hamburger Haven of Ohio, a 530-store advertising cooperative.

- Managed internal and external &franchisee communications; coordinated promotional opportunities, including professional sports and special event/charity sponsorships; facilitated new product launches; planning special events such as store grand openings, UNCF Golf Outing, Manager's Events and annual sales meetings; oversaw the mascot school appearance programs.

BEN HUR MARKETING AND COMMUNICATIONS

Cleveland, OH

Account Coordinator

9/95 – 12/96

Ben Hur Marketing and Communications develops integrated marketing, sales and advertising strategies for retailers and business-to-business companies throughout the United States. Provided public relations support for a variety of consumer and business-to-business accounts.

- Crafted targeted public relations campaigns for consumer healthcare accounts such as EastWest Respirators and Invacare, a specialty wheelchair manufacturer; and for consumer clients such as My Best Pies and Lebanese Foods, the world's largest dough company.

ACTIVITIES/EDUCATION**Public Relations Society of America, Central Ohio Chapter****Active Member**

- Awards Committee Chair
- Program Committee Chair
- Newsletter Committee Chair

The Liver Foundation of America, Central Ohio Chapter**Past Board Member**

- Served as treasurer

Kent State University, Kent, OH

BA/ Journalism & Public Relations, 6/95

- *Public Relations Student Society of America ,Presidentr*