

JANE CLIENT

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ACCOUNT DIRECTOR ■ PUBLIC/MEDIA RELATIONS PROACTIVE ■ STRATEGIC ■ ANALYTICAL

- » Track record of building media and community awareness through outreach to community groups, business leaders, and public relations firms. Resulting in lead generation and new accounts.
- » Increased media coverage by securing speaking engagements for company executives; created marketing materials and media packets; aligned with complimentary projects.
- » Retained clients, generated repeat business by providing value-added services. Nurtured client relationships through dedicated, responsive, customer service.

Smart, dedicated, resourceful public relations professional with a history of cultivating strategic alliances to build brand awareness. Steadfast, patient, self-reliant, able to analyze a situation, research possibilities, and devise a plan. Committed, caring, engaging communicator adept at fostering collaborative relationships with colleagues, clients, and other external stakeholders.

CORE STRENGTHS & CAPABILITIES

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|----------------------------------|-------------------------|---------------------------------|
| ▪ Account Management | ▪ Public Relations | ▪ Project Management |
| ▪ Campaign Development | ▪ Trend Analysis | ▪ Media Relations |
| ▪ Campaign Management | ▪ Market Research | ▪ Process Redesign |
| ▪ Training & Development | ▪ Business Development | ▪ Talent Recruitment |
| ▪ Competitive Analysis | ▪ Stakeholder Relations | ▪ Employee Relations |
| ▪ Client Relationship Management | ▪ Data Management | ▪ Cross-Cultural Communications |

PROFESSIONAL EXPERIENCE

ABC Company, City, ST

8/12—Present

Account Manager

Company: full-service public relations firm providing corporate branding, communication strategy, and media campaigns to clients nationwide, primarily serving entertainment, health and wellness, and technology industries. Report to: Account Director

Transitioned from consultant to full-time position. Point person for clients, media, and outside consultants. Manage internal and external communications. Direct public relations for company's health & wellness clients; create marketing materials and press packets; facilitate media coverage. Organize client press events. Represent company at trade shows, conventions, and industry exhibits. Handle media relations. Redesigned account management process; recruiting and training staff as needed.

Collaborated with colleagues to establish brand awareness, representing company at local and regional business events. Fostered connections in the beauty industry, spearheaded regional and national cobranding initiatives for key clients. Improved interdepartmental relations.

Selected Contributions:

- » Doubled new accounts; averaging 10—15 per month, up from 3—6. Increased brand awareness by connecting with national media. Securing media placements and appearances for clients.
- » Designed client consumer product campaigns. Devised strategy; produced product videos, supervised video shoots and content editing. Grew market share 20% in less than a year.