

## Career Services



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### STAN UNIVERSITY

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#### CAREER OBJECTIVE: PUBLIC RELATIONS, COMMUNICATIONS MANAGEMENT

Using expertise in business, communications and management, help a major organization determine and communicate to external markets and internal audiences the benefits it provides, thereby increasing revenue, optimizing expenses and enhancing its market position. Skills in business analysis, process management, organizational design and information/financial management provide the ability to perceive underlying connections between seemingly unrelated issues to create problem-solving and opportunity-enhancing marketing communications action plans. Build teams by meshing organizational and employee goals.

#### KEY CAREER ACCOMPLISHMENTS

- Chaired ribbon-cutting ceremony for major campaign and co-chaired groundbreaking event. BENEFIT: Events attracted more than 600 attendees, and gained live and dominant media exposure.
- Prepared speeches, talking points and releases for supervisors and worked with members of the media and the general public in order to position the organization. BENEFIT: The project was properly and accurately positioned for public opinion leaders.
- Successfully pitched nine articles in a trade publication in order to gain exposure in regional market. BENEFIT: The project was prominently featured, reaching 360,000 readers.
- Conceived and created a series of print, electronic and website communications in order to provide salespeople with a consistent and clear marketing approach. BENEFIT: Communications were used in \$10 million of new sales, including the company's best year ever.
- Led a team that designed a direct mail campaign that reached the chairmen of Car Express, Avenue, Gateway among others in order to make Fortune 500 CEOs and CFOs aware of company's products. BENEFIT: Led to a new \$1.8 million account.
- Developed a marketing plan, oversaw its implementation and managed a profit center in order to successfully sell a product. BENEFIT: Revenue exceeded corporate goals by 60%, even though the market consolidated by 40%.

#### EXPERIENCE AND QUALIFICATIONS

##### Public Relations

- Created multi-faceted communications program to inform impacted municipalities and residents of a major capital improvement project.
- Conceived and executed direct mail campaigns to public opinion leaders.
- Wrote, photographed and designed brochures and newsletters.
- Represented organization to the public and media.

Marketing Communications

- Conceived, wrote and oversaw development of print, electronic and website sales and marketing communications.
- Developed executive and corporate print and electronic communications.
- Initiated and developed direct mail and advertising campaigns.
- Created and managed marketing databases for information storage and retrieval.
- Developed marketing plans and managed marketing teams.
- Re-organized marketing operation to heighten productivity and employee satisfaction.
- Made sales calls on prospects and customers.

Executive

- Reorganized operations to improve profitability by 35% as president and C.O.O.
- Shored up weaknesses and capitalized on strengths and opportunities.
- Managed company assets and developed corporate plans, reporting directly to equity holders.

Financial Management

- Reorganized and managed accounting department.
- Provided periodic financial analyses to executive management.
- Played a critical role in negotiating a shift of corporate financial assets.
- Developed billing and collections team performance goals and metrics.

Technology

- Used common software in innovative ways to develop business goals for website application and to effectively communicate requirements to programmers.
- Conceived and enhanced marketing, sales and informational websites and consulted on development of customer service website.
- Developed electronic marketing materials catalog using common software.

**WORK HISTORY**

ABC Company, St. Louis, MO 1999-present

- Public Relations Manager

Basic Organization of Missouri, St. Louis, MO 1990-1999

- Director of Communications

St. Louis Publications, St. Louis, MO 1985-1990

- Publisher

World Magazine, St. Louis, MO 1979-1985

- Editor

**EDUCATION**

- M.B.A., Saint Louis University, John Cook School of Business, St. Louis, MO
- B.A. in Communication, Saint Louis University, St. Louis, MO

**PROFESSIONAL DEVELOPMENT**

- Member National Public Relations Society, 1999 to Present
- Awarded Outstanding Employee Award for sales performance at St. Louis Publications, 1989
- Presenter at annual National Magazine Association convention, Dallas, Texas, 1985