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# PUBLIC RELATIONS MANAGEMENT

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123 America Street | Anytown, USA 12345  
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www.linkedin.com/client

## CORPORATE COMMUNICATIONS MANAGER

*~ Corporate communications guru who envisions and executes solutions that drive employee engagement, positive company image, and customer interest. ~*

Confidently handle crisis communications to mitigate negative media attention and thwart loss of customers. Known for generating positive press coverage to access target audiences, ultimately sparking multimillion-dollar sales growth and improved market positioning. Champion creative multimedia solutions that align with long-term business visions and position organizations for measurable growth. **Core competencies...**

Corporate Communications | Public Relations | Media Relations | Brand Management | Employee Engagement  
Crisis Communications & Reputation Management | Corporate Social Responsibility | Product Launches  
Multimedia Presentations | Creative Content Management | Change Management

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## CAREER HIGHLIGHTS

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Telecom Company A lacked centralized solution to disperse corporate-wide communications regarding critical human resources issues causing major confusion and disengagement among international employees. Collaborated with IT to develop and deploy new corporate intranet site.

❖ **Fostered employee engagement, established user-friendly communications portal, and introduced robust, interactive content for employees to remain abreast of key human resources matters.**

Telecom Company A underwent 3 major public lawsuits following product failures which garnered substantial media coverage and threatened stability of employee base due to potential negative company image. Formulated and executed strategic crisis response plans to combat negative press.

❖ **Garnered fair media coverage and improved employee retention during critical legal proceedings.**

School District A lacked voter support for its annual budget resulting in insufficient funding for critical school operations. Developed and presented detailed collateral clearly explaining benefits of passing budget and answered difficult public queries to alleviate apprehension.

❖ **Secured voter support to pass annual budget for first time in 15 years along with obtaining building referenda totaling nearly \$250M.**

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## PROFESSIONAL HISTORY

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Telecom Company A • Anytown, USA

2008 – Present

*Leading broadband telephone service provider specializing in innovative VoIP technology with \$875M in annual revenue.*

### Manager, Corporate Communications

Formulate and execute wide range of global communications initiatives to ensure understanding and support of economic and performance objectives for employees across North America, South America, Europe, and Asia. Direct 5-member internal communications team while administering \$500K budget. Oversee creation of editorial and creative content, including newsletters, educational brochures, training collateral, and multimedia presentations. Draft press releases, tweets, and blog posts to generate positive mainstream and social media coverage.

❖ Fostered organizational collaboration and engagement, enhanced usability of navigational features, and introduced more robust and interactive content through strategic design of corporate intranet site.

❖ Garnered fair media coverage and strengthened employee retention rate during course of 3 major public lawsuits against company by developing and implementing crisis response plans.

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## Consulting Company A • Anytown, USA

1997 – 2007

*Private consulting practice offering wide range of public relations and editorial services.*

### Editor-in-Chief (2000 – 2007)

Orchestrated all facets of production including design, artwork, layouts, printing, and adherence to budget and deadline for Art Restoration Association of America's flagship publication. Directed activities of reporters, graphic artists, and photographers. Read, evaluated, and edited submitted manuscripts. Conferred with authors across various academic and business departments regarding development and revisions to content, style, or organization.

- ❖ Played central role in capturing 2,400 subscribers in first year of publication by devising innovative thematic monthly issues in collaboration with Association leadership.

### Public Relations Consultant (1997 – 2000)

Delivered public relations and communications consulting services to educational institutions; religious, civic, and non-profit organizations; and small businesses. Provided editorial support services for various publications, specializing in conversion of academic writing to accommodate broad audiences.

- ❖ Drafted speeches addressing both houses of US Congress; delivered daily media briefings of congressional receptions, banquets, and community events; and coordinated national press coverage, while escorting Armenian pope on his first official visit to US.

## School District A • Anytown, USA

1996 – 1999

*Fast-growing school district comprised of 12 public schools and more than 15,000 students.*

### Communications Specialist

Drove internal and external communications to engage and inform community members, while reporting directly to Superintendent of Schools. Established and maintained relationships with local and national media to promote positive coverage of county schools, students, and staff. Created publications, video presentations, speeches, and promotional collateral. Designed district website and developed online communications program.

- ❖ Achieved voter support to pass annual school budget for first time in 15 years and secured 3 building referenda totaling nearly \$250M.

**CAREER NOTE:** Previously functioned as Associate Publisher and Editor at News Company A (1994 – 1996).

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## EDUCATION

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### Master of Arts in Public Relations & Mass Communications

University of the USA

### Bachelor of Arts in Marketing & Mass Communications

USA University

### Certificate in Corporate Crisis Management

Institute of Public Relations