

CORPORATE COMMUNICATIONS MANAGER

~ Corporate communications guru envisioning solutions that drive customer loyalty and employee engagement. ~

Scope of Excellence

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

- Reputation for confidently handling crisis communications to mitigate negative media attention and thwart loss of customers.
- Track record of generating positive press coverage to access target audiences, 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.
- Background includes managing corporate communications for top nationwide telecom service provider along with delivering integral PR consultation to variety of clients, from nonprofits and small businesses to educational institutions.

“Successful Job Seeker has been a tour de force when it comes to developing communications that not only get our employee base fired up for upcoming initiatives but also crafting strategic PR content to combat negative press during recent business challenges.” – Jerry Smith, Corporate Communications Director at Telecom Company A

SPOTLIGHTED ACCOMPLISHMENTS

Telecom Company A: Lack of centralized solution to disperse corporate-wide communications regarding critical human resources issues caused 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: Three major public lawsuits following product failures 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: Lack of voter support for District’s annual budget led to 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.**

PROFESSIONAL EXPERIENCE

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.

MANAGER, CORPORATE COMMUNICATIONS (CONTINUED)

- 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.

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.

*Also previously served as Associate Publisher and Editor at News Company A (1994 – 1996).***EDUCATION****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