

PAYTON WEBSTER

Director of Communications

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📍 New York, NY



SUMMARY

Experienced Director of Communications with a passion for technology and storytelling. Skilled in leading multi-channel comms teams, building brand awareness, and thought leadership. Strong personal engagement with journalists, analysts, investors, and executives. Excellent academic results with a Bachelor's degree in Communications.

EXPERIENCE

Director of Communications

XYZ Corporation

📅 Date period 📍 San Francisco, CA

Crafted narratives for product portfolio resulting in 40% increase in brand awareness. Led multi-channel comms team to provide strategic input to executives on industry and public relations topics.

- Developed and executed communications strategy for product launch resulting in 50+ media mentions.
- Led cross-functional team to create brand guidelines and tone of voice resulting in consistent messaging across channels.
- Mentored and coached team members resulting in 25% increase in employee satisfaction scores.

Senior Communications Manager

ABC Inc

📅 Date period 📍 London, UK

Led global communications team to shape corporate and product narratives. Increased thought leadership and brand awareness through targeted media relations and content marketing initiatives.

- Developed and executed media relations strategy resulting in 100+ media placements in top-tier publications.
- Created and managed global content marketing program resulting in 30% increase in website traffic.
- Led crisis communications team during company-wide security incident resulting in positive coverage in major news outlets.

Communications Manager

DEF Corp

📅 Date period 📍 Tokyo, Japan

Managed PR agencies to increase brand visibility and thought leadership. Developed and executed content marketing programs to drive website traffic and engagement.

- Managed PR agencies resulting in 20% increase in media placements in top-tier publications.
- Developed and executed content marketing programs resulting in 40% increase in website traffic.
- Collaborated with executives and subject matter experts to create thought leadership content resulting in positive coverage in industry publications.

STRENGTHS

Leadership & Mentoring

Led a team of 10 communications professionals to increase media mentions by 50%

Storytelling

Developed a compelling brand narrative that increased customer engagement by 30%

Motivation & Influence

Successfully influenced executives to adopt new PR strategies resulting in 25% increase in media coverage

Personal Engagement

Built strong relationships with journalists and industry analysts, resulting in increased positive press coverage

Brand Awareness & Thought Leadership

Developed and implemented a comprehensive thought leadership program that increased brand visibility by 40%

SKILLS

Media Relations

Corporate Communications

Crisis Communications

Social Media Management

Internal Communications

Event Management

Content Creation

Public Speaking

Project Management

Data Analysis