

# Jesse Kendall

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## PUBLIC AFFAIRS

Dynamic public relations professional with extensive experience strategically positioning organizations for success. Unique blend of communications, sales, marketing, and public affairs expertise. Proven fund-raiser with strengths in advertising, forging key relationships, and building interest across local communities. Administer budgets, organize special events, and effectively spearhead execution. Lead simultaneous high-priority projects in challenging and ever-changing environments. Background includes promotion of high-profile events through effective communications and media strategies.

### AREAS OF EXPERTISE

- Advertising/Public Relations
- Marketing Strategies
- Budget Administration
- Sponsor Development
- Marketing Materials
- Event Planning/Promotion
- Operations Management
- Campaign Development
- Media Communications

### CAREER HIGHLIGHTS

#### PUBLIC AFFAIRS DIRECTOR

JUNIOR ACHIEVEMENT OF SOUTHERN FLORIDA, INC., Miami, FL – 20xx to Present

Build relationships across the community to secure sponsors and generate interest and awareness in JA initiatives. Establish strategic plans to promote the organization through ongoing special events and fund-raising activities. Develop advertising, media, and public relations materials to leverage success.

#### DELIVERED RESULTS:

- Successfully raised more than \$1 million during tenure. Generated \$176,000 in just one year and exceeded the budget by 100% through initiating bingo special event operations, which are the organization's largest revenue sources and one third of the annual budget.
- Organized the Business Hall of Fame and secured sponsors for the annual charity bowl-a-thon; built long-lasting relationships to maximize success in future events.
- Cultivated a key relationship with the Founder of Donatos, JA's largest single contributor to the organization.
- Developed strategic alliances and created an innovative package targeting Hall of Fame honorees, which generated in excess of \$15,000 in 20xx and 20xx and achieved an outstanding return to the event in 20xx.

#### DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS

ABC PUBLIC SCHOOLS, Miami, FL – 20xx to 20xx

Developed and implemented communications strategies in a cabinet-level position within the office of the Superintendent in a 108,000-student urban school system. Led a team of 12 in the development and dissemination of all media releases and district publications. Administered a \$1.3 million department budget. Oversaw all aspects of communication with media and the public. Devised creative strategies in advancement of print, TV, outdoor, and radio campaigns. Collaborated directly with school administrators to design effective community outreach strategies; fostered connections across the community.

#### DELIVERED RESULTS:

- Administered a \$2 million media budget; gained extensive media buying experience across all mediums.
- Credited with reversing decline in student enrollment and in defying local demographic trends after implementing key strategies to attract students and maximize retention across the district.
- Conceptualized, produced, and hosted the Emmy-award winning television program, Making the Grade, which highlighted the district's positive aspects.

### EDUCATION & TECHNICAL SKILLS

XYZ UNIVERSITY, Miami, FL – 20xx / B.S., APPLIED COMMUNICATIONS

Microsoft: Word • Excel • PowerPoint