

Ernesto Zulauf

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EXPERIENCE

GLOBAL PUBLIC RELATIONS DIRECTOR

Dallas, TX

04/2016 – present

- Manage local PR staff
- Lead PR staff in development and execution of product publicity
- Counsel developers and company leadership regarding PR opportunities
- Develop and propose PR crisis-management action plans
- Collaborate with team leaders to coordinate participation in a variety of global events
- Oversee the development and execution of worldwide press tours
- Represent Blizzard and its brands with top-tier press and other third-parties

PUBLIC RELATIONS DIRECTOR, MENS

Houston, TX

01/2011 – 10/2015

- Assist in development and execution of seasonal brand plans and media strategies
- Manage Men's PR Coordinator
- Develop strong internal relationships- liaise with Design, Advertising, Sales, Merchandising, Buying, Marketing and RLM
- Manage budget
- Oversee seasonal press showrooms and manage merchandise accordingly
- Attend key internal meetings and update managers and team accordingly
- Manage seasonal presentations, runway shows and editor market appointments

PUBLIC RELATIONS DIRECTOR

New York, NY

12/2004 – 07/2010

- Interact with a variety of internal and external partners to represent Shanghai Disney Resort with media influencers, including editors, publishers, news directors and other top journalists, as well as internal executives from a wide cross section of Disney Parks, including Operations, Entertainment, WDI, and Marketing. Additionally, at times will be called upon to interact with executives at other segments of The Walt Disney Company. Partner hand in hand with VP Public Affairs ensuring a combined vision to both SHDR Steering Committee and JV Partners. On a daily basis influence news media to achieve coverage goals
- TEAM DEVELOPMENT - Managing and growing the Press Team 7. COMMUNICATION / REPORTING - To maintain effective communication and produce reports analysing relevant press activity - Maximise communication within the company- tell them what we do
- Develop strategy and drive execution of seasonal global PR plans with ongoing strategic PR thinking, in line with global brand direction and goals
- Responsible for overseeing the development of a broad range of PR activities relative to the strategic direction and positioning of TiVo
- Defines and manages effective processes for setting goals and measuring results
- FINANCIAL - To manage & control the PR budget
- Oversee management of strategic PR plans that support Marketing goals, managing investment allocation and partnering with third party agencies to accomplish the work

EDUCATION

OHIO UNIVERSITY

Bachelor's Degree in Communications

SKILLS

- Strong interpersonal skills to enable communication with a wide audience
- Strong analytical skills to understand key business indicators and competitive trends and develop approaches to these challenges
- Knowledge of computer design/graphic software
- Excellent organisational and planning skills
- Ability to work under pressure at all times
- Previous Hotel or leisure sector experience
- Previous media training
- Previous Press Relations experience in a similar environment