

Thomas Cruise

Marketing & Communications Manager

City, State
000-000-0000
email@email.com

Work Experience

Education

Certification

Technical Skills

Summary

Highly skilled, a creative marketing professional with a proven track record of success in planning and executing creative, high-impact, and strategic marketing campaigns to effect change, build and engage an audience, and advance brands.

Fields of Experience

- Education
- Non-profits
- Child Welfare
- Performing Arts
- Telecommunications
- Industry Associations
- Assistive Technology
- Print Media Technology and Manufacturing

Areas of Expertise

- Video
- Photography
- Graphic Design
- Social Media Marketing
- Public & Media Relations
- Publications Management
- Corporate Communications
- Product Positioning & Branding
- Web & Print Content Development
- Marketing Strategies & Campaigns

Skill Sets

- Pr & Media Relations
- Crisis Communication
- Running Customer Councils
- Audio Production & Psas
- Editing, Lead Copywriting
- Publications Management
- Employee Communication
- Hosting Panels and Webinars
- User Experience Focus Groups
- Expert Video Story Production
- Cision Professional Pr Platform
- Leading Events on Capitol Hill
- Digital Media Creation/Curation
- Managing Communication Teams
- Social Media Community Building
- Executive Speechwriting & Counsel
- Client Testimonials & Case Studies

Hobbies and Interests

- Fishing
- Squash
- Surfing
- Drawing
- Swimming
- Snooker/Pool
- Club leadership

Work Experience

Marketing & Communications Manager

2017-02 - Present

VMware

- Creating and implementing effective communication strategies to enhance awareness, understanding and committed support for new company-wide initiatives.
- Serving as trusted communications advisor to executive leadership.
- Creating and publishing internal marketing content for continuous improvement and IT initiatives.
- Coordinating conferences, webcasts, and special events to enhance each initiative's reputation.
- Collaborating with teams across U.S., Canada, and India.

Marketing & Communications Manager

2013-03 - 2017-01

Time Inc.

- Rebranded Association presence from logo to website, print materials, displays, booths, etc.
- Transformed staid industry newsletter into a popular content-rich publication featuring critical trend reports.
- Partnered with the Government Affairs director and key Board members to communicate policy positions out to the industry.
- Assembled and chaired Marketing Advisory Committee of Industry thought leaders.
- Created and issued email blasts and personalized digital print direct mail campaigns.
- Designed the stage program, secured industry speakers, scripted presentations and wrote presidential speeches.

Communications Manager

2009-04 - 2013-02

Advance Publications

- Reported to the Director of communications and assisted with all the external communications, public relations and marketing activities for a national trade association and its foundation.
- Designed, strategic communications planning, message development, website management, email marketing, print buying and collateral design for various programs and conferences.
- Served as an in-house reporter and contributing writer for the monthly newsletter.
- Recognized for revitalizing company's presence at an annual trade show.

Internal Communications Manager

2008-01 - 2009-03

World Vision International

- Created and maintained online news portals and internal messaging.
- Built internal best practices for nationwide initiatives, including benefits communications.
- Managed town hall meetings, rewards and recognition programs, and employee focus groups.
- Served as community liaison and board member for the regional division.

Education

Master of Science in Marketing Communication

2004 - 2006

Manhattanville College School of Business

Bachelor of Marketing

1999 - 2004

Northeastern State University