

# JASMINE TAYLOR

Full Address or Current City, State | BestEmailContact@gmail.com | (555) 555-5555

## MARKETING | PUBLIC RELATIONS | PUBLICITY | COMMUNICATIONS

### PROFESSIONAL SUMMARY

- Innovative and creative professional with more than 10+ years of exceptional experience designing and delivering marketing campaigns that create brand value.
- Promotes open communication, collaboration and a positive work culture through consultation and advocacy on behalf of clients and vendors on both the local and international levels.
- Flexible and dynamic leader dedicated to team collaboration, professionalism, integrity, accuracy, and efficiency.
- Analytical and commercially savvy Head of Publicity skilled in project management, content development and production, event marketing, media planning and social media activations.

### AREAS OF EXPERTISE

Organizational Development | Relationship Management | Curriculum Design | Technical Support | Information Management | Strategic Planning | Budget/Cost Management | Process Improvement | Cross-functional collaboration | Learning Management Systems | Change Management | Remote Staff Training

### PROFESSIONAL EXPERIENCE

#### HEAD OF PUBLICITY AND STUDIO MARKETING

May 2009 - March 2020

Organization Name - City, State

- Adapted global marketing strategies to foster and maintain a local market.
- Advanced tactical publicity programs, creating product-specific media campaigns, and analyzing media coverage data to guide future decision-making.
- Liaised with colleagues, key spokespeople, the media, the agency team on international media promotions and strategies and other important stakeholders.
- Ensured relationships with the media, forming a pool of loyal journalists and editors, writing and distributing press releases to targeted media and initiating journalists' interest towards the company and its speakers.
- Established positive working relationships with stakeholders, production staff, talent reps, media owners and strategic partners.
- Spearheaded the production of publicity materials and coordinating photo and video opportunities.

#### ACCOUNT EXECUTIVE

January 2007 - May 2009

Organization Name - City, State

- Created a journalist database to facilitate easy access to contact information/enhance consistent communication.
- Built and maintained relationships with key journalists from various media sources including sports media, glossy media, news media, television, and online media platforms.
- Created and delivered clients' press materials to targeted media and enhancing follow-up media coverage.
- Monitored, reported, and analyzed all media coverage data and client-based data.
- Planned and coordinated local press events that support corporate product launches.
- Facilitated interviews with athletes/sportsmen, celebrities, and corporate speakers.

### EDUCATION

#### Aerospace Technology | July 2007

Institution Name - City, State