

Thomas Parera

Director of Advertising & Public Relations

City, State
909 000 0000
emailaddress@domain.com

Summary

Marketing, Advertising and public relations professional seeking a challenging opportunity to utilize my industry knowledge and experience. Passion and creativity are at the core of my skill set. I look forward to working with a team that drives to win.

Work experience

Director of Marketing, PR & Sales

2015-07 - Present

Epsilon

- Effectively increase client database by analyzing current advertising client lists and tracking competitor's advertising clients.
- Providing media press kits, current special section sales opportunities and effectively close sales at a high ratio.
- Effectively communicate with clients and staff members.
- Work closely with managing editor to perfect each weekly newspaper as it goes to press.
- Ensure that ads are filed and ready for page placement.
- Professionally coordinate sales and accounts with general manager, review ad orders and account balances on aging reports.
- Coordinate preprint schedules by contacting clients, managing preprint schedule and delivery as well as with preprint staff.
- Skillfully organize publication archives by weekly additions throughout the year.
- Complete end-of-year editions and mail to book company to create yearly bound editions of all publications.
- Attend local Chamber of Commerce and other civic group functions, photograph ribbon cuttings, create and maintain the positive relationship with community and other public relation activities as required.

Director of Marketing and Public Relations

2010-01 - 2015-06

PwC Digital

- Assisted in identification and development of marketing materials and programs that grew the company from \$80 million to \$250 million.
- Developed aggressive public relations efforts in USA and abroad for company and products including events, video news releases, interviews, product placement with consumer magazines, television, and major motion pictures resulting in a paid advertising equivalent of \$3 million annually.
- Created and produced ads and collateral for company's eyewear, software and optical interior design divisions.

Communications Assistant

2008-06 - 2009-06

BBDO

- Assisted in organizing and promoting all community events including experience in broadcast writing, press releases, etc.
- Developed news and human interest articles for the weekly newsletter, nightly program and Web site content.
- Performed on-air television duties, including nightly weather reports, face-to-face interviews and promotional commercials.

Education

Bachelor's Degrees in Public Relations

1999 - 2002

Stanford University

Skills

Event Planning



Media Relations



Electronic Marketing

