

# Thomas Parera

Director of Advertising & Public Relations

City, State  
000-000-0000  
www.parera.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 its-wins.

## Work experience

### Director of Marketing, PR & Sales 2015-Q3 - 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 filled and ready for page placement.
- Professionally coordinate sales and accounts with general manager, review all orders and account balances on aging reports.
- Coordinate preprint schedules by contacting clients, managing preprint schedule and delivery as well as with preprint staff.
- Skilfully organize publication archives by weekly additions throughout the year.
- Compile 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 special interior design divisions.

### Communications Assistant

2003-06 - 2009-06

#### BEDO

- 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

