

# FIRST M. LAST

[email@gmail.com](mailto:email@gmail.com) • 609-000-0000 • [linkedin.com/in/firstlastname](https://linkedin.com/in/firstlastname) • City, ST 00000

## COMMUNICATIONS & PUBLIC RELATIONS PROFESSIONAL

Strategic communications and public relations professional with more than 15 years' experience helping clients in the healthcare and pharmaceutical fields develop and implement communications and PR programs with traditional, digital and social media to achieve business objectives. Proven track record with developing deep relationships with key stakeholders and collaborating with senior management to deliver results.

### CORE COMPETENCIES

Media Relations Strategy • Communication Strategy • Social Media • Market Analysis • Message Development  
Marketing/Collateral Materials • Event Planning • Product Marketing • Data Analysis • PR/Media Outreach  
Crisis/Issue Management • Project Management • Vendor/Client Relations • Communications/PR Plans • Branding

### PROFESSIONAL EXPERIENCE

#### COMMUNICATIONS COMPANY, City, ST • YYYY – YYYY

*Company description, indicating size, industry and other relevant information to candidate's job goals.*

##### **Account Manager**

Offer strategic and creative counsel and provide project management on account activities. Serve as senior-level partner and media contact on behalf of clients. Provided quality control on agency deliverables, manage budgets and implement strategic communications programs and plans.

- Manage the logistics for Brand T's celebrity campaign with Celebrity Endorser including press tours, television interviews, online giveaways and social media marketing initiatives.

#### PR AGENCY, City, ST • YYYY – YYYY

*The PR arm of Company EFG, a leading, global health communications agency; rebranded as Company ABC in YYYY.*

##### **Account Supervisor**

Managed client relationships and internal teams for key accounts and oversaw work flow and processes for PR and integrated teams. Mentored a team of four junior staff members; responsible for overseeing their work such as executing complex travel arrangements and developing travel itineraries. Lead complex project timelines to ensure projects with \$3MM - \$4MM budgets were completed on time.

- Managed multiple vendors in the development of consumer/celebrity campaign website [healthcompany.com](http://healthcompany.com).

#### PUBLIC RELATIONS FIRM, City, ST • YYYY – YYYY

*The world's largest public relations firm, with more than 7000 employees in 85 cities.*

##### **Project Manager**

Developed relationships with salesforce to coordinate logistics for a nationwide, breakthrough public affairs campaign. Responsible for materials development, securing RSVPs for clinics and ensuring proper signage and marketing materials were provided to physicians' offices.

- Provided on-site support to medical office staff and field force for twelve health clinics, which took place in eight cities across the United States over a five-month period.

#### MEDIA MARKETING PUBLIC RELATIONS AGENCY, City, ST • YYYY – YYYY

*Public relations firm specializing in beauty companies, products and services.*

##### **Senior Account Executive**

Supervised day-to-day account activity, achieved and maintained primary interface with client contacts, managed junior staff, implemented new account programs, plans and strategies and managed account implementation.