

Jesse Kendall

123 Elm Street, Miami, FL

C: 305-555-5555

E: jkendallnotmailcom

Professional Summary

Dynamic public relations professional with extensive experience in strategically positioning organizations for success. Unique blend of communications, sales, marketing, and public affairs expertise. Proven fundraiser with strengths in advertising, forging key relationships, and building interest across local communities. Skilled in administering budgets, organizing special events, and leading high-priority projects in challenging, ever-changing environments.

Areas of Expertise

Advertising & Public Relations

Marketing Strategies

Sponsor Development

Operations Management

Marketing Materials & Campaign Development

Budget Administration

Event Planning & Promotion

Media Communications

Professional Experience

Public Affairs Director

Junior Achievement of Southern Florida, Inc., Miami, FL 20xx - Present

Build relationships across the community to secure sponsors and generate interest and awareness for JA initiatives.

Establish strategic plans to promote the organization and ongoing special events and fundraising activities.

Develop advertising, media, and public relations materials to leverage success.

Successfully raised \$1 million during tenure.

Generated \$176,000 in one year, exceeding the budget by 100% by initiating a bingo special event.

Organized the Business Hall of Fame and secured sponsors for the annual charity bowl-a-thon.

Cultivated key relationships, including with the founder of Donatos, JA's largest single contributor.

Developed strategic alliances and created innovative packages targeting Hall of Fame honorees, generating excess of \$15,000 in 20xx-20xx.

Developed a novel public relations strategy that has been adopted by multiple other non-profits, significantly enhancing their fundraising efforts.

Director of Communications & Public Affairs

ABC Public Schools, Miami, FL 20xx - 20xx

Developed and implemented communications strategies in a cabinet-level position within the Office of the Superintendent for a 108,000-student urban school system.

Led a team of 12 in the development and dissemination of media releases and district publications.

Administered a \$1.3 million department budget and oversaw all aspects of communication and media.

Devised creative strategies for print, TV, outdoor, and radio campaigns.

Collaborated directly with school administrators to design effective community outreach strategies.

Administered a \$2 million media budget and gained extensive media buying experience across mediums.

Credited with reversing the decline in student enrollment by implementing key strategies to attract and retain students.

Conceptualized, produced, and hosted the Emmy-award-winning television program "Making the Grade," highlighting the district's positive aspects.

Education

XYZ University, Miami, FL

B.S. in Applied Communications 20xx

Technical Skills

Microsoft Word

Microsoft Excel

Microsoft PowerPoint