

ALI BAKEER

417.234.9161; arb976@gmail.com

Education

Missouri School of Journalism, University of Missouri – Columbia
Bachelors of Journalism in News-Editorial, GPA – 3.97
Minor: Economics

Proposal Writing/Business Development/Public Relations/Marketing Experience

Marketing Proposal Specialist

BKD, LLP

Springfield, Mo. 08/11– current

- Confer with firm’s partners/managers to determine strategic angles and “win themes” for bid opportunities
- Obtain and apply a thorough understanding of the firm’s service lines, industry groups and complex technical concepts to produce concise, persuasive and client-centered proposal documents and presentation deliverables
- Manage proposal workflow, establish deadlines and monitor progress
- Manage the process of producing RFPs, RFIs and RFQs in compliance with specialized requirements
- Advise partners and managers on persuasive methodology and guide them through the proposal process
- Write, review, edit, proofread and format proposals and other related materials in adherence of firm policy, style and risk guidelines to ensure accuracy, clarity and consistency of documents
- Contribute to Best Practices guide and ongoing training to help establish protocol, develop templates, recognize efficiencies and enhance quality control of new hires
- Collaborate with legal, word processing, technical reviewers and other depts. to assemble competitive bids

Account Executive

KRBK-HD

Springfield, Mo. 04/11 – 08/11

- Met with prospective clients to assess their marketing needs and provide strategic solutions based on demographic and budgetary criteria
- Identified new clients through consistent and creative prospecting and via strategic sales tactics
- Prepared and presented solutions-driven marketing proposals, creative concepts, production ideas and scripts

Public Relations Coordinator

Noble

Springfield, Mo. 03/10 – 03/11

- Assembled and presented quarterly competitive reviews analyzing competitive activity, share of voice and qualitative and quantitative metric performance for Tyson Food Service and Smucker Foodservice
- Created and implemented integrated communications plans for a variety of B2B and B2C PR Initiatives
- Developed full range of marketing and PR materials, including press releases, product releases, newsletter articles, speaking points, job status reports, call notes and social media content
- Assisted in managing PR Intern, including provision of tasks and assignments
- Researched, coordinated and planned special events, including IFEC, ANC and trade shows
- Researched and analyzed traditional and contemporary methods for reaching target audiences
- Coordinated with account service and brand teams to determine PR needs and facilitate project elements
- Built and maintained editorial calendars/plans, client newsroom, media lists and media library

Internships

Public Relations Intern

Hughes, Incorporated

St. Louis, Mo. 08/09-03/10

Public Relations Intern

The Hauser Group, Incorporated

St. Louis, Mo. 06/09-08/09

Public Relations Intern

Missouri State Fair, Marketing Dept.

Sedalia, Mo. 05/08-08/08

Marketing Asst.

Spring Hill College Marketing & Comm. Dept.

Mobile, Ala. 08/04-05/06

Skills & Proficiencies

Mac and PC operating systems, Microsoft Office, Adobe Creative Suite, Apple iMovie, Filemaker Pro, Gammadyne, social networking tools, Qvidian and HTML

Highlights & accomplishments

- Written approximately 250 proposals, securing approximately \$12.7 million in awarded contracts
- Received BKD **Hi5** recognition for outstanding service and responsive reliability
- Served as primary trainer on a fast-growing team; training 10 out of 14 current proposal team members
- Delivered more than 20% increase in media coverage that increased impressions and share of voice against measured competitors, garnering placements in major foodservice industry publications, including the *Nation’s Restaurant News*, *Food Management*, *Restaurant Hospitality* and more