1. Produced internal communications for [Type] projects.
2. Supported [Type] plans through development and implementation of internal and external communication strategies.
3. Developed communications strategies to drive [Result].
4. Led public relations and communications team of [Number].
5. Analyzed market data to inform strategic decisions.
6. Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
7. Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions.
8. Evaluated program effectiveness to determine return on investment.
9. Grew revenue by $[Amount] by planning and executing fundraising events.
10. Managed communication department's $[Amount] budget.
11. Used coordination and planning skills to achieve results according to schedule.
12. Created unified messaging of public relations efforts in conjunction with advertising campaigns by working closely with marketing peers.
13. Increased revenues and supported business goals by developing public relations strategies and campaigns.
14. Prepared for public relations presentations and plans by gathering information on business objectives, vision, brand strategy, competition and industry trends.
15. Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
16. Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.
17. Handled [number] calls per [timeframe] to address customer inquiries and concerns.
18. Used Microsoft Word and other software tools to create documents and other communications.
19. Used critical thinking to break down problems, evaluate solutions and make decisions.
20. Worked with [type] customers to understand needs and provide excellent service.