1. Provided guidance to clients and account teams on mass media communications strategies.
2. Performed media outreach to trade, business and broadcast outlets.
3. Coordinated digital and hard copy distribution of PSAs to local media partners.
4. Routed creative elements through internal approval process to meet contract obligations.
5. Drafted proposals, conference reports, status reports, and client correspondence.
6. Developed press releases, articles, newsletters and other marketing materials.
7. Identified prospects and initiated sales proposals to close new business.
8. Created annual operations plan to guide [Type] client activity.
9. Facilitated communication with Finance Department to provide accurate event, dues, and marketing/advertising invoicing.
10. Supported logistical needs and synthesized secondary research for marketing plan development.
11. Increased customer satisfaction by [Number]% by filing taxes effectively and resolving issues promptly.
12. Reviewed account documentation for over [Number] accounts, rectified issues and contacted vendors about account changes.
13. Collaborated with communication department to produce publications, website and electronic communications for project specifications.
14. Verified deposits, rectified discrepancies and processed end-of-day paperwork using [Software] with [Number]% accuracy.
15. Supported operations by communicating with customers, filing documents and managing data.
16. Analyzed figures, postings and documents to maintain accounting program accuracy.
17. Educated [Job title] on forecasting, financial statuses and financial strategies to assist in [Timeframe] budget creation.
18. Organized budget documentation and tracked expenses to maintain tight business controls.
19. Eliminated discrepancies in finances by expertly documenting expenses, monitoring income, handling bank deposits and managing statements.
20. Used [Software] to perform accurate financial analysis and audits to mitigate financial risks.