1. Collaborated with media to encourage company and product coverage and promote brand mission and values.
2. Aligned projects and daily activities with company vision, strategies and tactics.
3. Consulted with advertising agencies to arrange promotional campaigns in all types of media.
4. Researched, negotiated, implemented and tracked advertising and public relations activities.
5. Developed innovative marketing and PR strategies.
6. Attended [Number] trade shows each year to preserve company relations with distributors, customers and media personnel.
7. Collaborated with external PR firms, as well as internal sales and marketing managers, to determine branding, product positioning and media messages.
8. Leveraged technical resources to design and create campaign deliverables, including e-mail invitations, articles and marketing videos.
9. Supplied marketing expertise to all company departments.
10. Raised brand awareness through consistent marketing efforts and product campaign launches.
11. Coordinated and managed sponsorships and sponsorship activation.
12. Wrote press materials and delivered presentations to media representatives.
13. Designed and implemented strategic business plan objectives.
14. Wrote and edited articles, web content, advertising copy, periodicals and publications for internal and external audiences.
15. Handled media purchasing from all media outlets.
16. Created messages, position statements and other corporate communications based on company's objectives.
17. Defined and achieved project and overall organizational vision, strategies and tactics, including handling PR campaign which raised $[Number].
18. Conducted market and public opinion research related to company's reputation and positioning among key stakeholder audiences.
19. Served as point of contact for [Number] speaking engagements and product award submissions each year.
20. Managed all internal, external and crisis communications.