1. Directed [Number] informational programs per quarter designed to foster favorable public and stockholder perceptions of company's accomplishments.
2. Consulted with advertising agencies to arrange promotional campaigns in all types of media.
3. Collaborated with external PR firms, as well as internal sales and marketing managers, to determine branding, product positioning and media messages.
4. Researched, negotiated, implemented and tracked advertising and public relations activities.
5. Monitored marketing content for quality, accuracy and impact.
6. Defined and achieved project and overall organizational vision, strategies and tactics, including handling PR campaign which raised $[Number].
7. Reported on press coverage recaps to determine areas for improvement.
8. Raised brand awareness through consistent marketing efforts and product campaign launches.
9. Coordinated press releases and handled press inquiries for [Type] company in [Type] industry.
10. Communicated with media weekly to build relationships and optimize press coverage.
11. Managed all internal, external and crisis communications.
12. Collaborated with media to encourage company and product coverage and promote brand mission and values.
13. Generated and implemented media pitches such as [Type].
14. Assisted [Job title] with cross-department presentations such as [Type].
15. Drafted and edited content for organizational publications, including employee newsletters and stockholders' reports.
16. Aligned projects and daily activities with company vision, strategies and tactics.
17. Conducted market analysis and monitored competitive activity.
18. Built professional relationships with distributors, customers and media staff by attending trade shows.
19. Conducted market and public opinion research related to company's reputation and positioning among key stakeholder audiences.
20. Developed product and brand press placements for [Product or Service] through [Action].