

FIRST LAST

555 Main Street • Houston, TX 55555
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MEDIA RELATIONS MANAGER

Public Relations • Media Marketing Campaigns

Award-winning media strategist with creative perspective, entrepreneurial drive and repeated success in public awareness initiatives. Ten years of independent contracting and corporate positions in business, nonprofit and government organizations. Producer of high-performance campaigns distinguished for achieving public awareness goals through multi-platform digital and traditional media. Talented copywriter with exceptional ability to craft powerful messages. Skilled and engaging media spokesperson and media trainer.

- Account Management
- Corporate Communications
- Team Leadership
- Strategic Planning
- Copy Writing
- Staff Management
- Event Planning
- Special Projects
- Media Buying
- Media Relations
- Public Relations
- Entrepreneurship

PROFESSIONAL EXPERIENCE

NAMED ENTERPRISES, Houston, TX 2007 - Present
Sole proprietorship providing sales, client development and corporate writing services.

Consultant

Primary driving force behind start-up and growth of firm serving three organizations and individual clients. Combine strategic planning, business development, communications skills and relationship management to build thriving business.

- Deliver sales of \$100K annually for private social club franchisor Events & Adventures, Inc. as membership development consultant evaluating applicants' eligibility for participation.
- Propel communications for nonprofit American Bureau of Shipping, writing articles for quarterly corporate news magazine and quarterly newsletter for 3,000 employees in 80 worldwide offices.
- Capture new business for National Benefits Services LLC by conducting telephone cold calls to senior citizens to promote no-cost benefits plans for various health and home-related services.

PORT OF HOUSTON AUTHORITY (PHA), Houston, TX 2002 - 2007
Owner and operator of public docks and wharves along Houston Ship Channel, with annual operational revenues of \$200M.

Communications Manager

Directed communications organization producing high-impact publications, website, collateral and executive presentations. Oversaw creative development and media placement of public awareness advertisements. Engaged in media relations and wrote press releases and opinions/editorials for newspapers on behalf of PHA chairman. Managed \$2.5M annual budget and 3 direct reports plus 50 contractors and college interns. Charged with statutory processing of RFPs and RFQs to secure various creative support services.

- Challenged to deliver \$1.5M annual branding and public awareness media campaign to build awareness of port's value and overcome growing public opposition to container terminal project.
- Masterminded campaign with 50 media partners including newspapers, magazines, radio stations, TV channels and specialized media services to maximize message penetration.
- Negotiated media agreements that delivered value beyond purchase price, totaling \$800K in annual complimentary products and services.
- Achieved groundbreaking results as documented by Basalice & Associates public opinion survey: 58% overall positive awareness of PHA, 69% approval of overall PHA activities, 60% agreement that container terminal project is a good idea.

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PORT OF HOUSTON AUTHORITY (continued)

- Jump-started productive media relations through “Dining with the Chairman” events for media executives. Initiative reversed negative coverage, producing in 2005 alone 250 feature stories focusing on port’s economic impact and other business topics.
- Honored along with Communications Department with multiple industry awards: Silver ADDY award and ADDY citations from Houston Advertising Federation, 8 awards from Houston Chapter of the Public Relations Society of America and awards from the American Association of Port Authorities.

BRIGHT STARS, LTD., Laredo, TX

2000 - 2002

*International business events and information company employing 3,500 people in 36 countries.***Executive Summit Conference Producer**

Designed and produced profitable business conferences reflecting latest trends in global energy industry. Applied research, trend analysis and interviews with senior energy executives to develop compelling program. Recruited keynote speakers and workshop facilitators to validate technology solutions provided by corporations sponsoring conferences. Provided on-site logistical support during conferences.

- Produced successful 2001 Upstream Oil & Gas Summit in Texas that attracted 100 delegates and 25 sponsors who reported \$10M in subsequent sales.
- Prompted \$5M in sales to conference sponsors following 2001 Utilities Conference in Florida that registered 65 delegates.

BULLET COMMUNICATIONS, INC., Houston, TX

1997 - 2000

*Houston-based advertising and public relations agency with offices in Dallas and Washington, DC.***Director of Account Development**

Created influential activities for anti-drug awareness program subcontracted from White House Office of National Drug Control Policy. Strengthened client prospects within African-American community through targeted marketing collateral development and media relations. Cultivated client relationships with Bank One, Unicare and The Ensemble Theatre.

- Spearheaded “lock-ins” at Houston and Los Angeles churches for middle-school-aged African-American children, delivering meals and goodie bags to complement anti-drug message in presentations and literature. Attracted 400 youth to Houston lock-in and 250 to L.A. lock-in.
- Achieved newspaper, magazine, radio and TV news media coverage through press kit distribution and interview arrangements.

KNWS-TV 51, Houston, TX

1993 - 1997

*Independent broadcast station with 24-hour all-news format and 50 employees.***Field Producer • Reporter • Anchor**

Gathered information for news reports, filmed interviews and edited reports for newscasts. Served as weekend morning anchor and subsequently as weekend evening anchor, presenting 4 live half-hour newscasts during each 8-hour shift. Determined newscast content in managing editor role.

- Achieved and maintained highest ratings for half-hour weekend newscast.
- Generated highest number of field reports transformed into newscast lead stories.

RELATED EXPERIENCE

Freelance on-camera spokesperson: appeared in corporate and industrial videos for Continental Airlines, AIG, BFI/Waste Management, Exxon, M.D. Anderson Cancer Center and BMC Software.

EDUCATION & CREDENTIALS

Master of Business Administration, UNIVERSITY OF HOUSTON, Houston, TX

Bachelor of Science in Broadcast Journalism and Political Science, SYRACUSE UNIVERSITY, Syracuse, NY

AFFILIATIONS

National MBA Association - Houston Chapter, Public Relations Committee Chair, 1996 - 2000