

Tabitha Emerson

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Objective: To obtain a challenging position in the field of communications enabling contribution to organizational objectives and goals, implementation of innovative, forward thinking strategies within communication department while offering an opportunity for growth and advancement for myself and the employees within the department.

Experience:

Energy Drink North America

Month Year – Present

Communications Manager

- Increase overall communications output by 450% from nearly 500k to 1.8 billion impressions
- Hire and develop regional communications specialist. Responsible for biannual reviews and goal setting
- Oversee local communications efforts in the region coaching 20 field marketing staff
- Produce short and long form television and web content ensuring adequate brand representation and flawless execution
 - Most notable production includes a 13 episode series on regional network
- Responsible for managing \$1MM budget to maximize reach and exposure across 13 markets
- International point of contact for media and communication managers surrounding select international company events hailing from 20+ countries
- Present annual business plans to company and global headquarters. Ensure plan is globally aligned with strategic priorities and initiatives
- Scout production agencies, ensure adequate training in company media center standards, negotiate costs and direct shoots
- Develop creative and strategic communication plans around company events and projects
 - Public relations, press releases, digital marketing, content creation for international/national websites, and distribution
 - Work with global communication managers to ensure maximum distribution of content and placement on international television programs
 - Maintain/build relationships with over 90 media personnel in TV, print, radio

Marketing Firm, City, State

Month Year – Month Year

Account Supervisor

Jose Cuervo, Smirnoff, Diageo Corporate, Microsoft Xbox

- Served as the primary day-to-day client contact and the senior on-site agency contact at events
- Daily supervision of accounts/teams and ensured members of the team understand respective roles
- Reported to senior management on progress of team members/accounts on a monthly basis
- Wrote, edited and approved press materials
- Wrote effective communications documents (client, internal, plans, etc.) with minimal counsel from senior management
- Following the completion of each program, evaluated team's effort and evaluated the collective and individual effectiveness
- Effectively articulated the overall agency plan, specifically the PR objectives for each client/program
- Lead budget development and monitor spending
- Participated in development of new business pitches and presentations

Tierney/2

Communications Group, City, State

Month Year – Month Year

Account Executive

Bank of America, Bridget Dobson Studios, WeddingChannel.com, Nikon, bEQUAL

- Demonstrated strong skills in generating national and regional media placements
- Assisted in developing PR/marketing plans for clients and managed programs and events

- Planned and attended key client events, including Bank of America sports sponsorship and financial events, tradeshows, media tours and product launch events
- Developed integrated marketing and media plans to further client initiatives
- Displayed strong media relations skills and supported teams throughout the consumer marketing practice in select pitching efforts around the holiday time, important client events and product launches

Ad Agency, City, State

Month Year- Month Year

Account Executive

Thomson Learning, AIG, Yahoo! HotJobs, WRC Media, Hoover's, Banco Popular

- Maintained regular contact with clients; proactively offered and implemented new ways to meet client needs and built an understanding and knowledge of the clients' business and their competitive environments
- Effectively developed a full range of written materials including press releases, speaking proposals, client correspondences and activity reports
- Under the strategic direction of senior management, acted as the primary implementer of account plans.
- Created and maintained a "speaker database" for the corporate/financial practice for c-level speaking opportunities. Counseled clients as to the appropriate opportunities to pursue and worked with company editorial services to submit respective speaking proposals
- Managed a Customer Advisory Council (Q2) for Yahoo! HotJobs; delegated appropriate work to junior staff and instructed them accordingly on the project

Ad Agency, City, State

Month Year – Month Year

Assistant Account Executive

Siemens Hearing Instruments, AGI, KI

- Assisted in developing and implementing successful programs for business-to-business and consumer marketing clients through strategic writing, pitching and client counseling
- Managed tradeshows and all publicity associated through the execution of press materials, arrangement of editorial meetings at the showrooms and booths and ensuring appropriate corporate and product messages were represented in all communication
- Developed an understanding of various research methods; coordinated internal and external resources in implementing research projects
- Recognized by management and clients for superior attitude, aggressive, results-driven approach with the media and the ability to arrive at sound conclusions early in my professional career

Education: University, City, State

Bachelor of Arts in communications with a concentration in marketing and public relations

References: Available upon request