
MEDIA AND PUBLIC RELATIONS DIRECTOR RESUME

Summary:

An effective marketing professional who has impressively delivered quality work over his tenure with different companies; has made astounding upgrades in his clients' reputation, profitability, and image on the general public eye; has developed strategies and tactics which help companies build and maintain positive relationships with the public; recognizes the relationship between good public relations translating to success; has vast experience in planning, developing and implementing public relations strategies and campaigns, programs, advertising initiatives in support of sales and marketing efforts; has established and maintained cooperative relationships between the company and the media to manage and maintain client/company reputation as well as have the right ingredient to gain positive influence and customer behavior.

Professional Experience:

Director, Media and Public Relations January 2007 – Present
Tiffany & Co., New York, NY

Responsibilities:

- Developed and fostered direct relationships with key and top-tier media outfits.
- Secured features and exclusive stories for patents and release in national print and broadcast outlets.
- Established strategic media relations.
- Increased accurate and positive media coverage.
- Managed proactively and effectively the public relations consultants to drive and elevate brand awareness and company image, as well as profile.

Director of Media and Public Relations June 2004– January 2007
Nike Communications, Inc. New York, NY

Responsibilities:

- Developed brand awareness through the use of different media such as online, print, radio and TV and well as fleet and co-branded media.
- Organized events which involved high profile guests, media, actors and sports endorsers.
- Prepared talking points for products for release and launch.
- Maintained good relationship and ties with press, and managed media contact database.
- Collaborated with the Director of Marketing for joint efforts to promote the brand and support civic duties for charity work involving the brand.
- Identified and managed appropriate industry sponsorship and targeted advertising.

Public Relation Manager February 1999 – May 2001
Sharon Pharmaceuticals, New York, NY

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Director of Media and Public Relations June 2004– January 2007
Nike Communications, Inc. New York, NY

Education:

1994- 1996 Masters of Arts in International Relations
Stanford University, CA
1990 – 1994 Bachelor of Arts in Political Science
Stanford University, CA

Skills:

- Proficiency in both oral and written communication skills
- Proficiency in computer applications related to work

- Knowledgeable in applicable laws, codes and regulations
- Knowledgeable of media production

Awards and Honors:

International Association of Media Director, Member
Media and Public Relation Society of America, Member

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