
MEDIA RELATIONS MANAGER RESUME

Summary:

A highly dynamic, independent and exceptionally experienced manager in marketing, advertising, press and public relations; has handled companies which are both locally and internationally recognized; has been involved in the success of businesses and their positive evolution; has managed projects involving high-profile dignitaries, politicians, stakeholders and proactively dedicated his time in creating media strategies specifically suited to enhance the company's external reputation in a positive manner; has communicated and translated new acquisitions and contract wins to media and has sourced out opportunities to successfully and proactively roll out media activities.

Professional Experience:

Media Relations Manager January 2007 – Present
Sokolove Law LLC, Wellesley, MA

Responsibilities:

- Translated strategies into effective go-to-market plans and media campaigns.
- Executed campaigns to ensure maximum efficiency and project rollout.
- Managed and measured effectiveness of campaigns.
- Participated and contributed in the development of the overall media strategy.

Advertising Manager June 2004– January 2007
The Advertising Council, Inc., New York, New York

Responsibilities:

- Evolved effective strategies and developed enhancements necessary to fit the current, target market according to demographics and situations to continually secure high net worth clients over competition.
- Created strategic communication plans to target audience analysis and media budget management.
- Briefed other junior specialists within the agency including the creative team, media planner, researchers and marketing managers.
- Supervised and coordinated team's deliverables to the work of other relevant production departments involved in the project.
- Assisted clients with specific marketing strategies which could work for the product they are launching.

Advertising Account Executive February 1999 – May 2001
Epic Advertising, New York, New York

Responsibilities:

- Translated strategies into effective go-to-market plans and media campaigns.
- Executed campaigns to ensure maximum efficiency and project rollout.
- Managed and measured effectiveness of campaigns.
- Participated and contributed in the development of the overall media strategy.

Advertising Manager June 2004– January 2007
The Advertising Council, Inc., New York, New York

Education:

1994- 1999 Masters in Journalism and Mass Media
Stanford University, CA
1990 – 1994 Bachelor of Arts in Media and Communications
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
 - Expertise in Public Relations, advertising, writing, marketing skills
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Awards and Honors:

Tip Top Advertising Agency – Leadership Award, 2005
International Association of Media Director, Member
Media and Public Relation Society of America, Member

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