

JOHN SMITH

COMMUNICATIONS / MEDIA & PUBLIC RELATIONS

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QUALIFICATIONS SUMMARY

*Project / Program
Management*

*Strategic / Tactical
Planning*

Budget Administration

Relationship Cultivation

Print / Online Channels

Deadline Management

Team Supervision

- ❑ **Performance-driven Communications & PR Manager with 15+ years'** experience coordinating internal and external communications to bolster awareness, expand program reach, and cultivate strong media and community relations.
- ❑ **Broad-based experience stems from tenure as Communications Manager for** ABC County Hospital, Director of Athletic Communications for GSU, and Sports Information Director for ABC and XYZ State Universities.
- ❑ **Served as an Assistant Venue Press Chief of the U.S. Olympic Committee,** coordinating press-athlete interactions before and after meets, and arranging impromptu one-on-one interviews.

PROFESSIONAL EXPERIENCE

Recent experience as an Independent Agent with National Ground Express, demonstrating highly efficient practices, a commitment to service, and meeting / beating all deadlines in a production-focused environment. (03-Present)

ABC COUNTY HOSPITAL, City, ST

Independent, not-for-profit hospital serving 5 counties in Northwest Washington with 162 beds and 400+ employees.

Communications Manager (00-03)

Charged with refining and developing first-time internal and external communication forums for print, radio, and online channels. Administered the department budget and controlled expenses to ensure optimum allocation of limited resources. Coordinated all phases of design and production for a monthly internal newsletter, advertisements, brochures, and marketing collateral, including generating copy, designing layout, and managing print production and distribution. Provided direction and recommendations to enhance the functionality, design, and appeal of the hospital website. Collaborated with department and facility managers to align communications and business goals.

Challenges: Secure buy-in from key leadership while serving as the first-ever Communications Manager, educate team members on key strategies to increase exposure and utilization, and guide internal and external communications with limited direction or articulation of duties.

Key Contributions & Results:

- **Initiated, deployed, and promoted several new services** to expand program reach, broaden target market, bolster utilization, and contribute to recruitment and retention efforts.
- **Coordinated all media and communications related to the 50th Anniversary celebration,** including organizing an open house, securing facility memorabilia, and producing marketing materials.
- **Cultivated strong community, media, and press relations** to increase exposure, reinforce goodwill, and secure prominence in all communities and counties served.
- **Developed a sound communications infrastructure** through analysis of existing programs, identification of needs and goals, and dissemination of recommended media and PR strategies.

(Continued)

PROFESSIONAL EXPERIENCE – CONTINUED

GREAT STATE UNIVERSITY, City, ST

Member of the MAC and CCHA with intercollegiate competition in 18 varsity sports. One of 13 schools to compete in NCAA I-A football, Division I ice hockey, and men's and women's basketball.

Director of Athletic Communications (90-00); Assistant Sports Information Director (88-90)

Directed publicity and communications for up to 12 intercollegiate sports involving creating press releases, media guides, and game programs to bolster awareness, secure media attention, support marketing initiatives, and position the university favorably for existing, prospective, and former students. Conducted ongoing competitive and industry analysis to identify trends, best practices, and performance benchmarks. Managed a \$170K department budget, supervised 2 full-time Assistant Directors, and oversaw daily operations within the department. Coordinated all logistics for the GSU Athletic Hall of Fame awards ceremony including selecting venue, securing speakers, producing collateral, and disseminating event information to all internal and external stakeholders.

Challenges: Secure local, regional, and national media placement by effectively promoting intercollegiate sports, identifying and bolstering interest for special stories, and coordinating interviews for staff, coaches, and players.

Key Contributions & Results:

- **Built and enhanced relationships with local, regional, and national media outlets**, coordinated interviews, and generated interest and hits from players' hometown media outlets.
- **Played an instrumental role in developing an Internet presence**, serving as only the second school in the conference to launch a website upon recognizing the added value of this promotional channel.
- **Chaired the Athletic Hall of Fame Committee** involving coordinating meetings with employees, coaches, and former coaches, reviewing nominees, and selecting award recipients.
- **Secured extensive media coverage from 20+ outlets** for a unique story about a GSU coach balancing the rigors of caring for a spouse requiring 24 / 7 attention, raising a family, and driving a winning first season.

PRIOR POSITIONS:

Sports Information Director – ABC State University, City, ST (87-88)

Sports Information Director – XYZ State University, City, ST (83-87)

Assistant Venue Press Chief – U.S. Olympic Committee, City, ST (84)

ACADEMIC BACKGROUND

SUPER STATE UNIVERSITY – City, ST

Bachelor's Degree in Education / Sport Management (83)