

*Your Name*  
Director of Public Relations

CONTACT

✉ notreal@gmail.com  
📧 linkedin.com/in/ee  
📞 888-888-8888  
📍 Your Town, USA

SKILLS

- ❖ Marketing & PR Strategies
- ❖ Talent Development
- ❖ PR Campaign Management
- ❖ Cross-Cultural and Multicultural Marketing Campaigns
- ❖ PR Team Management
- ❖ Media Relations & Placement
- ❖ Client & Influencer Relations
- ❖ Influencer Management
- ❖ Product Development & Launch
- ❖ Social Media Strategies & Campaigns
- ❖ Strategic & Creative Written & Oral Communications
- ❖ Budget & Expense Management
- ❖ Facebook & Instagram Business Manager
- ❖ Facebook & Instagram Ads Manager
- ❖ PR Software - Cision
- ❖ Social Media Marketing Platform - Later

CAREER SUMMARY

Energetic leader and public relations strategist able to forge key relationships and partnerships with both media/press and influencers driving brand awareness. Exceptional knowledge of media and public relations with an eye toward identifying current market trends and evolving multicultural society. 10+ years of public relations/marketing/social media management experience in the beauty, fashion, and wine & spirits industries.

PROFESSIONAL EXPERIENCE

**Director of Global Marketing & Communications**

*XYZ Company, New York, NY*

Nov. 2019-present

Oversees vigorous digital and social media strategy while simultaneously managing influencer relationships. Directs all aspects of public relations including collaboration with retailer marketing teams at Harrods, Neiman Marcus, Bergdorf Goodman, Nordstrom, Selfridges, and Net-A-Porter. Advises and guides team on artistic direction and focus of global marketing enterprise.

- Currently leading launch of eCommerce sales initiative on Shopify.

**Director of Communications & Public Relations**

*XYZ Company, New York, NY*

Jan. 2016-Aug. 2019

Execute strategic social media and public/media relations programs for global wine & spirits supplier encompassing 75+ portfolio brands. Establish goals and KPIs across all social media platforms. Collaborate with assigned Facebook/Instagram account manager. Develop and maintain relationships with media and influencer contacts to identify premium non-compete brands aligning with company mission and driving brand equity. In 2018, led team that:

- Increased earned media value on key brands by 200%+ and increased press mentions by 60%+.
- Increased social media growth by 30-200% (fan base and engagements).
- Achieved 90M+ impressions for keys brands in one year.
- Increased influencer activity by 300% over previous year.

EDUCATION

Your University, MBA  
Your University: BA, your major

PROJECTS

Placed XYZ Parfum, "Fracas" in *American Vogue*.

Co-created a fragrance featured in *Allure* magazine.

Managed and launched XYZ's @XYZ on Facebook and Twitter.

March 10, 2011: In celebration of 5 years of XYZ's designer collaborations, tweeted #XYZ hashtag at event in Manhattan (at the Ace Hotel). The XYZ event was a success with the hashtag and the event trending on Twitter in NYC that evening.

Collaboration with XYZ company resulted in in-store events and social media contests garnering multiple media placements.

Media Placements include: *Vogue, Town & Country, Marie Claire UK, Harper's Bazaar, Refinery29, Brit + Co., W Magazine, InStyle.com, Self, and People.*

PROFESSIONAL EXPERIENCE CONT.

**Public Relations & Global Digital Marketing Manager**

*XYZ Company, New York, NY*

2014-2016

Managed social media editorial agenda and social media platform relationships for luxury French parfum company. Oversaw and authored content and creative strategy across all channels.

- Cultivated & secured publicity with international and national media resulting in fragrance placement in *American Vogue, W Magazine Town & Country, Marie Claire UK, and Harper's Bazaar.*
- Created and implemented social media strategy across multiple platforms: Facebook, Instagram, Pinterest, and Twitter.
- Worked with luxury retailers (Harrods, Bergdorf Goodman, and Neiman Marcus) and their public relations marketing teams.

**VP Sales & Marketing**

*XYZ Company, New York, NY*

2011-2013

Directed marketing initiatives for regional retail and wholesale company both in-store and online. Company spokesperson, brand ambassador, and social media strategist. Developed relationships and worked with 20+ retail marketing partners in Minnesota and Chicago.

- Art director and project manager of company-wide rebrand and redesign of eCommerce site.
- Secured multiple media mentions.

**Account Executive**

*XYZ Company, New York, NY*

2010-2011

Secured publicity and maintained relationships with the local and national media. Interviewed celebrities such as Heidi Klum, Brooke Burke and Kate Walsh. Coordinated overall strategies for social media, branding and public relations campaigns with the President of HWC. Posted on behalf of clients to various social media platforms and blogs.

- Strategized and implemented social media leverage for clients.
- Wrote public relations collateral, press releases, pitch letters, backgrounders, media alerts, treatments, and web content.

**Independent Business Consultant**

*XYZ Company, New York, NY*

2007-Present

Coordinate strategies for social media, branding, and public relations campaigns for clientele. Compose public relations collateral press releases, pitch letters, backgrounders, media alerts, and web content.

- Monitor social media content through platforms such as TweetDeck, Hootsuite, Later & Sprinklr. Post on behalf of clients to various social media sites and blogs.
- Conceptualize promotional materials, signage, packaging and web design.
- Plan and direct promotional, social, and charity events.

**Managing Partner & PR Director**

*XYZ Company, New York, NY*

2004-2007

Managed PR, marketing, and business operations of upscale beauty and waxing boutique. Primary buyer for 75+ brands.

- Launched nationally featured house curated fragrance line - XYZ.