

Address
City, State Zip

Sandra Public

(XXX) YYY-ZZZZ
sandra@public.com

Public Relations Manager

KNOWLEDGE AREAS

- | | | |
|---------------------|--------------------------|-----------------------------|
| • Media Relations | • Print Production | • Multimedia Presentation |
| • Event Planning | • Video Production | Production |
| • Press Releases | • Photo Shoot Production | • Copywriting |
| • Story Pitching | • Celebrity Appearances | • Intranet/Extranet Site |
| • Crisis Management | • Celebrity Endorsements | Development and Maintenance |

EDUCATION

Cool College, NiftyCity, ST; B.A. in Art History – Center for Curatorial Studies, Work-Study Program; CiaoBella Studio Arts Building, Exhibits Placement/Art Handler; Art History Department, Student Faculty Assistant

PROFESSIONAL EXPERIENCE

French Beauty Products Company, City, State

Public Relations Consultant, Parfums French Beauty Products, August 2002 - July 2003

Managed all aspects of public relations activity and strategy during brand restructuring. Built the in-house PR departments for both the WayCool and AmahZing Beauty Products brands. Built editor relationships. Secured an unprecedented amount of press coverage for both brands.

- ❖ Created innovative celebrity campaigns including “Vintage Fashion/Vintage Fragrances” involving high-profile vintage stores throughout the country and celebrities such as Top TV Actress, Top Movie Actress and Oscar Winner. Expanded celebrity contacts to generate additional brand exposure.
- ❖ Developed campaign for the biggest product launch for Parfums Givenchy in seven years (for Very Irresistible Givenchy). Worked closely with Famous Actress, her publicist and her agent, and organized a press event presenting her as the new face of AmahZing Perfume.
- ❖ Supervised and mentored staff person who went on to assist president of Famous Agency.
- ❖ Secured AmahZing Perfume placement on the *Today* show, the largest to date for the brand.
- ❖ Developed, oversaw creation of, wrote content for, press kits for all three brands.
- ❖ Planned a gala dinner event for the WayCool Beauty Products brand attended by top editors.
- ❖ Conceived and executed a PR campaign for WayCool’s first ever skincare product for a younger audience that secured coverage in *Highly Regarded Magazine* and in every major women’s magazine including *Vogue* and *W*.

Leading Cosmetics Company, City, State

Public Relations Manager, WowWow Division, September 2001 - July 2002

Built public relations department during the re-launch of the WowWow brand. Managed all public relations initiatives for WowWow, one of the largest professional hair care companies in America.

- ❖ Partnered with Communications Director and Marketing to develop strategic public relations plans that supported brand objectives through consumer publications and other venues, and special events.
 - Secured substantial editorial placement in major consumer/trade publications, and on television/Internet. Launched multimedia news release program.
 - Spearheaded special initiative with Hollywood professional stylist community.
 - Negotiated sampling opportunities at New York Women in Communications’ WowWow Awards and The Latin Billboard Awards. Planned and executed press events for all WowWow brands.
 - Coordinated interviews for company spokespeople.
- ❖ Wrote press releases, pitch letters, PR features for company publications, PR pages on website.
- ❖ Forecasted and managed departmental budgets. Managed charitable contribution requests.

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SuperSoftWare, Inc., City, State

Public Relations Manager, January - August 2001

Managed all communications programs and PR agency activity for leading international software developer. Pitched stories to trade and financial press. Wrote/distributed three press releases per week.

- ❖ Managed all video production. Produced 15 videos for marketing and sales training. Negotiated paid television/Internet streaming video public relations opportunities with ON24 Financial Network (Yahoo! Finance) and *The American Business Review with Morley Safer*.
- ❖ Secured magazine by-lines and trade show speaking opportunities for company spokespeople.
- ❖ Spearheaded outreach efforts with financial and industry analysts.
- ❖ Provided effective damage control for a major account. Partnered on PR with Sun/Verizon/Orbitz.

Glamorous Cosmetics, Inc., City, State, 1997-2001

Communications Associate – JoieDeVivre Division, August 1999 - January 2001

Partnered with Vice President to direct the worldwide, systematic implementation of public relations strategies for division. Promoted Superstar Cosmetics, Zahbing, ToTheTop Toiletries, YepYep and JoieDeVivre brands internationally.

- ❖ Coordinated all special events. Represented company to international editors and major investors visiting headquarters. Wrote press releases/pitch letters. Interacted daily with international markets.
- ❖ Oversaw all international public relations efforts for Prescriptives brand.
 - Spearheaded public relations efforts for brand launch in Thailand and Malaysia.
 - Wrote public relations/education guidelines to the brand for new markets.
 - Helped secure substantial editorial placement in Europe and Asia.
- ❖ Organized videoconferences. Supervised photography, video production and press kit design.

Production Associate – Global Communications, May 1998 - August 1999

Worked with Production Director to produce a wide variety of visual materials for 14 cosmetic brands and corporate division. Supervised all special event and executive head shot photography including that of the Board Chairman. Oversaw Annual Report photography. Designed monthly corporate newsletter.

Creative Coordinator, June 1997 - May 1998

Assisted Design and Copy Directors in Clinique International's advertising division. Produced and ensured timely delivery of camera-ready artwork. Wrote and edited on-counter brochures, gift sets and product package inserts. Chosen by division Director of Finance to manage multi-million dollar budget.

ZuhBest Fashions, City, State

Assistant Store Manager/Visual Display Associate, 1996 - 1997

Supervised four employees. Managed visual merchandising for four Big City area stores.

TopOfTheLine Clothing, Inc., City, State

Administrative Associate – Photography/Creative Department, 1995 - 1996

Assisted Vice President with the day-to-day running of a high volume photo studio.

The Museum of Things to Gawk At, City, State

Photography Department Secretary, 1994 - 1995

Assisted curators with the design, construction and smooth operation of all photography exhibitions.

- ❖ Facilitated acquisitions meetings and open portfolio reviews for artists.
- ❖ Department liaison for all openings and special events.

AFFILIATIONS

American Women in Communications, Cosmetic Executive Women

ADDITIONAL

Language: Conversational Proficiency in French

Computer: MS Office (Word, Excel, PowerPoint, Access), QuarkXPress, Photoshop, ACT!, Internet