

SENIOR ACCOUNT MANAGER

Summary

Creative and dynamic communications professional with experience in events, customer service, media and public relations, marketing, and fundraising.

Highlights

- Project management
- Exceptional writer
- Organized and efficient
- InDesign experience
- Deadline-driven
- Customer service-focused
- Motivated team player
- Sound judgment

Experience

01/2014 to 01/2016

Senior Account Manager Company Name i/4 City , State

- Developed custom public and media relations strategy for a variety of clients integrating pr, marketing and social media for maximum impact.
- Wrote, designed, edited, and distributed press releases and media pitches for clients.
- Provided updates, serve on committees, and interacted with clients to advise and customize public relation strategy and tactics to achieve goals.
- Coordinated, managed and executed public relations events; tracked media activity; and problem-solved for public relations and crisis issues.
- Served as liaison and representative to media and community.
- Managed website content both Baker PR and clients.
- Clients included Lord & Taylor, National Center for Adaptive Neurotechnology, Complexions Spa, The Port of Coeymans, Creatacor, and more.

01/2012 to 01/2014

Development Senior Associate Company Name i/4 City , State

- Responsible for fundraising efforts for individuals at every level; manage and redesign membership benefits program; coordinate and manage events.
- Developed relationships with donors to achieve financial goals.
- Managed all details of fundraising events to include budget, negotiating contracts, managing vendors, organizing volunteers and staff to execute events, timeline creation and management, and coordination of communication among departments, guests, sponsors, donors, and vendors.
- Oversaw reception and receiving line event featuring President Clinton in October 2012.
- Wrote and designed various fundraising publications in conjunction with creative/marketing department.

01/2010 to 01/2012

Development Manager Company Name i/4 City , State

- Responsible for fundraising efforts to include events, sponsorships, grants, year end giving, and gift solicitation.
- Directed public relations events - assist in coordination and execution of annual conference, gala, and golf tournament.
- Organized and produced Anderson Center video.
- Managed website revision.
- Conducted research to identify grant opportunities, and wrote and submitted grant proposals.
- Managed admissions department: responsible for conducting interviews and tours; coordinate admission process, liaising among family, school district, and related parties; and represent Anderson Center at conferences and marketing opportunities.
- Wrote, designed, and edited public relations, marketing, advertising, and fundraising publications.

01/2007 to 01/2010

Senior Account Executive Company Name i/4 City , State

- Assisted in the creation of public and media relations strategy for a variety of clients.
- Wrote, designed, edited, and distributed press releases and media pitches for clients.
- Provided updates, served on committees, and interacted with clients to advise and customize public relation strategy and tactics to achieve goals.
- Clients included Rent-a-Center, Beech-Nut, Invenergy LLC, NYS Rental Dealers Association, Community Health Foundation of Western New York, and Niagara Falls Bridge Commission.

01/2003 to 01/2007

Public Relations and Membership Company Name i/4 City , State

- Developed public and media relations strategy for second largest non-profit in Columbia County, NY
- Wrote, designed, and edited pr, marketing, advertising, membership, and fundraising publications.
- Managed membership program and database; developed and executed special and fundraising events.
- Managed website content.

- Project management included: development of new corporate logo and implementation; created brand consistency for COARC publications; created and executed a 40th anniversary event; wrote, organized and produced a COARC video; and directed annual staff recognition and award programs.

01/2002 to 01/2003

Executive Assistant Company Name i¼ City , State

- Managed daily activities of the Vice President's office in an international agricultural company.
- Assisted in updating and maintaining vendor database and purchasing-related projects.

01/1998 to 01/2001

Public Relations Coordinator Company Name i¼ City , State

- Created public relations, sales promotion, and corporate sales publications for what was the largest chain of toy stores in the U.S., problem-solved for public relations issues and corporate sales.
- Coordinated and organized details for pr events to include community event attended by 10,000 people in Pittsfield, MA and Sony PlayStation National Truck Tour; and provided outstanding customer service.

01/1996 to 01/1998

Recruiter/Cultural Coordinator Company Name i¼ City , State

- Interviewed and assessed applicants for 35 departments for award-winning health and wellness center.
- Managed advertising, designed recruiting publications; developed relationships with employment agencies, schools, colleges and community and presented at job/career fairs and business functions.
- As Cultural Coordinator, oversaw ticket promotion and sales for seven venues.

Education

Bachelor Degree : Business Communication Florida Institute of Technology i¼ City , State Business Communication

Interests

Greene County YMCA, board member

Henry Hudson Youth Soccer board member/coach

Public Relations Society of America, board member, former president

Salvation Army volunteer

American Red Cross volunteer

Berkshire Leadership Program, graduate and steering committee member Columbia County Leadership Program graduate

Skills

Experience with advertising, budgeting, negotiating contracts, project management, and video creation.

Adept at customer service, editing, fundraising, media relations, content creation, and research.

Developed grant proposals, marketing collateral, press releases, publications (newsletters, annual reports, year end appeals and more), website content, and communications strategy.

- Fundraising Software: Raiser's Edge
- Desktop Publishing Software: InDesign