

PUBLIC RELATIONS CONSULTANT

Summary

Experienced public relations, sales and marketing professional with expertise in the technology, financial, consumer and healthcare industries.

Highlights

- Global marketing
- Account management
- Direct marketing campaigns
- Public relations expert
- Quality leadership
- Multi Task Abilities
- Proven Sales Success
- Start-up background
- Deadline-driven
- Microsoft Office Suite expert

Experience

Public Relations Consultant

June 2005 to January 2016 Company Name - City , State

- Managed PR programs for AccordSQA and GatherWorks.
- Secured inclusion of SmartScript and SmarteLoad in Dr.Dobbs and SD Times.

Inside Sales Representative

March 2008 to June 2008 Company Name - City , State

- Identified and called decision makers within targeted verticals, while educating prospects about key features and benefits of software; secured four qualified leads in first two weeks in position.

Direct Sales Representative

December 2007 to January 2008 Company Name - City , State

- Sold more than \$8,800 in products in one month to more than 100 new accounts, while developing positive rapport and relationships with more than 800 new accounts in three territories.
- Confirmed two participants to a monthly Web training seminar.
- Developed campaign ideas for marketing, including initiative for promoting seminars; new sales support literature; and new product initiatives.
- Provided key feedback for streamlining processes for sales operations and efficiencies; mailings; and updating client contact information.
- Solicited key feedback from clients of interest to marketing, sales, business development.

Account Manager

January 2004 to May 2005 Company Name - City , State

- Lead PR strategy, client relations, and PR activities for AccuRev and Bowstreet.
- Identified and pursued new business for the agency.
- Increased AccuRev's budget by 150% and expanded Bowstreet's PR program to include a separate Partner PR component.
- Launched Bowstreet into a new vertical market, the travel and hospitality industry, positioning its new product, Syndication Factory, in the market.
- Secured key coverage for project work with deNovis' \$22 million financing in the Wall Street Journal and VentureWire; and WiFiMed's move to Massachusetts, with front page technology business coverage in the Boston Business Journal.

Marketing Communications Consultant

November 2003 to December 2003 Company Name - City , State

- Directed public relations and marketing projects for global provider of economic research and consulting services.
- Leveraged industry news to secure inclusion in a Washington Post story for Global Insight's top energy economist.

Program Manager

January 2000 to January 2003 Company Name - City , State

- Managed communications programs for established and emerging companies at senior-level, boutique PR firm.
- Broadened and deepened relationships with local and national media and analyst communities.
- Wrote press releases, bylined articles, briefing documents.
- Determined messaging for positioning and repositioning clients.
- Redesigned website for ATV and created new presskit and marketing materials to complement updated image.
- Conducted national, consumer book launch for CenterWatch under 3-month deadline.
- Secured roles for ATV general partners at MIT Enterprise Forum, VentureOne, Toronto Venture Fair, IT Financing Forum.
- Launched several start ups including Veritas Medicine and Acurian; company financings; and launch of ATV Fund VII.
- Secured cover story about CEO of Acurian in top industry trade, PharmaVoice.

Account Executive

March 1998 to December 1999 Company Name - City , State

- Balanced activities for 3-6 accounts at global, technology public relations firm and worked closely with managers on strategy.
- Received company-wide recognition for excellence: '1 in 20' Award.
- Selected for Professional Development Team, New Business Team and Intern Leadership Team.
- Served as on-site manager at IDC and handled press inquiries for 500+ analysts.
- Booked 60 press attendees for IDC Directions '99 conferences in Boston and San Francisco.
- Orchestrated launch of start-up, carOrder.com, its position as an "e-dealer" and \$100 million financing; secured coverage in Wall Street Journal.
- Turned potential crisis situation into opportunity for CEO to discuss company goals.

Senior Advertising Sales Assistant

September 1995 to March 1998 Company Name - City , State

- Assisted in selling advertising space for technology publications, PC Week (now eWeek) and Internet Computing.

Education

B.A : Spanish and Humanities , 1994 PROVIDENCE COLLEGE - City , State GPA: Cum Laude GPA: 3.5

Cum Laude, 3.5 GPA

1993 Centro de Lenguas Modernas - City , Spain

Intense, semester-long study of Spanish language, culture and literature

Languages

Bilingual Spanish and English

Interests

Provided public relations strategy, consulting and support for non-profit organization, PoundHounds.

Meals on Wheels Delivery Driver

Skills

- Sales Software: Salesforce.com
- Public Relations Software: Bacon's Mediasource, Factiva
- Desktop Publishing Software: Photoshop, Illustrator, HTML