

Elizabeth M. Gates

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Summary

Public relations manager with extensive experience delivering PR results. Expert at formulating and managing marketing strategies for organizations in the education and corporate fields. Excited to apply a wealth of industry knowledge to the open Vice President of Public Relations position at Mondelez International.

Professional Experience

Public Relations Manager March 2010–Present
SMITH COLLEGE, Northampton, MA

- Oversee all public relations, media outreach, and marketing needs for the organization's 15 departments
- Write, supervise, and distribute marketing materials through various channels
- Coordinate the appearances of 20+ scholarship athletes for photoshoots, and radio, TV, and newspaper interviews
- Analyze the performance of marketing media, increasing exposure by at least 12% each quarter

Assistant Communications Manager May 2003–March 2010
HEMMINGWAYS COMM. LTD., San Antonio, TX

- Worked closely with senior executives to brainstorm and implement strategy
- Delivered branded messaging and proactive news stories across all media channels
- Established and maintained relationships with 30+ press contacts
- Increased brand awareness by marketing company and clients' products, directly contributing to \$4.5 million in annual sales revenue
- Established the company's presence on MySpace, eventually growing the profile to 15,000+ followers

Public Relations Officer January 1999–April 2003
UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX

- Worked cohesively with other team members to create strategies and campaigns that increased enrollment by 9%
- Wrote and proofread 8+ monthly press releases
- Responded to questions and inquiries from the press, public, and other organizations
- Organized 4 annual promotional events for the institution

Marketing and PR Associate
DELL INC., Austin, TX

July 1994–January 1999

- Coordinated and strategized with department heads to formulate and deliver 10+ monthly press releases
- Cold called local and national media outlets to find interview opportunities for marketing managers
- Trained 5 interns in answering phone calls and emails, researching data for press releases, and data entry
- Successfully pitched 3 national TV show product placements, contributing to 5%+ sales increases among the shows' various demographics

Education

LASELL UNIVERSITY, Newton, MA
Master of Science in Communication (concentration: public relations)
Honors: *cum laude* (GPA: 3.6/4.0)

THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX
Bachelor of Science in Public Relations
Honors: *cum laude* (GPA: 3.6/4.0)

Awards and Honors

- Employee of the Year, Smith College
- Marketer of the Month, Hemmingways Comm. Ltd.
- Bright Idea Award, Texas State Public Relations Association (TSPRA)
- Best Innovator Award, Dell Inc.

Additional Skills

- Expertise in industry-standard CRM management software (Salesforce, Blackbaud, Oracle Eloqua)
- Well-versed in remote communication technology (Zoom, Microsoft Teams, and Google Meet)
- Maintain in-depth knowledge of social media marketing (LinkedIn, Twitter, Instagram, TikTok, and Facebook)
- Proficient in MS Office (Word, Excel, PowerPoint, and Outlook) and Google Docs, Sheets, and Slides
- Native-level fluent in English and French (Quebec), conversational in Spanish (European) and Italian