

JANE SMITH

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COMMUNICATIONS PROFESSIONAL WITH 7+ YEARS OF EXPERIENCE

Event Planning & Execution/Project & Program Management/Volunteer Recruitment, Training & Leadership

PROFESSIONAL PROFILE

A dynamic, innovative, and results-oriented Communications Professional with over 7 years of diverse marketing, publicity, promotions, and event coordination experience and a demonstrated track record of success in campaign development and expansion, program improvement and enhancement, and participant/student/volunteer recruitment and retention. Recognized as a performer, accustomed to working under fast-paced, high-pressure, time-sensitive conditions. Dynamic and articulate communicator, presenter, facilitator, and trainer with exceptional interpersonal, organizational, and time management skills; flexible in accepting assignments and responsibility with a proven ability to manage multiple responsibilities/projects simultaneously, proactively resolve issues, consistently exceed established goals, and interact effectively with all levels of support staff and management including key/internal/external stakeholders. Strong written, oral, and technical aptitude. PC, Mac, and Microsoft Office proficient.

CORE COMPETENCIES

- *Event Planning/Coordination*
- *Presentations/Public Speaking*
- *Logistics/Operational Support*
- *Scheduling/Time Management*
- *Brand Marketing & Promotion*
- *Public/Media Relations*
- *Team Leadership/Training*
- *Alliance/Partnership-Building*
- *Program/Campaign Management*
- *Budget/Resource Administration*
- *Community Education/Outreach*
- *Volunteer Recruitment/Retention*

PROFESSIONAL EXPERIENCE

ABC Company

Any Town, USA

Aug. 2010 - Dec. 2010

Manager, Team Challenge

Oversaw the endurance training and fundraising program for a non-profit, volunteer-driven organization dedicated to finding the cure for Crohn's disease and ulcerative colitis.

- Planned and implemented fundraising and training events; maintained direct responsibility over all marketing, fundraising, and logistics initiatives to ensure campaign success.
- Coordinated and executed promotional and marketing activities with a number of high profile retailers, health clubs, and fitness expositions to raise program awareness and recruit participants; successfully delivered persuasive presentations to various groups, ranging in size from twenty five (25) to 100.
- Provided effective strategies and plans to participants to increase fundraising success.
- Communicated with participants regularly to enhance retention rates and support fundraising efforts by way of leadership, motivation, and ongoing training.
- Actively recruited and managed volunteers; provided ongoing leadership, direction, motivation, and support.
- Prepared and maintained assigned campaign correspondence including records and statistical reports.

Selected Accomplishments:

- Raised over \$87K within the first four (4) months of employment.

ABC Company

Any Town, USA

Sept. 2007 - Jul. 2010

Manager, Welcome Center, University Relations

Served as front-line point of contact for the external community at a leading research university.

- Developed concepts and proposals for new initiatives; collaborated with the Public Affairs team to plan, promote, and execute high profile public events involving government officials, international visitors, and senior university administrators.
- Managed the ABC Company Ambassador Program and supervised the Welcome Center staff; facilitated weekly campus visits, college choices, and career planning presentations for K-12 school groups.
- Generated and approved promotional collateral; edited the website and electronic community events calendar.
- Tracked and analyzed metrics and prepared annual reports.

Selected Accomplishments:

- Re-tooled and re-launched the Campus Visitation Program; increased tours by more than 20%.
- Revamped the photography program and website and increased Welcome Center revenue.
- Significantly improved Ambassador Program participation; recruited and motivated a minimum of sixty (60) student volunteers each semester achieving and maintaining a participation rate of 100%.

PROFESSIONAL EXPERIENCE (CONTINUED)**ABC Company** Any Town, USA Nov. 2004 - Aug. 2007*Coordinator, External Affairs*

Served as Project Manager for a variety of projects and high-profile events involving celebrities, government officials, and major institutional donors for a provider of comprehensive health care to the nation's most medically underserved children through the development and support of innovative primary care medical programs and the promotion of guaranteed access to appropriate health care for all children.

- Managed events ranging from fifty (50) - 500 attendees; maintained direct responsibility over project/event budgets including forecasting, cost analysis, and resource management.
- Cultivated and maintained relationships with sponsors, vendors, hospitality contacts, and other industry professionals.
- Produced communication resource materials including media lists, press packages, and video and radio spots; drafted press releases, pitch letters, media alerts, website, and newsletter articles.
- Served as managing editor of The Children's Health Fund's 20th Anniversary donor and public newsletter.
- Photographed events for use in newsletters and annual reports.
- Supervised a part-time staff of two (2); provided ongoing coaching, mentoring, and direction.

Selected Accomplishments:

- Supported the successful launch of a multi-media campaign which resulted in a promotion from Assistant to Coordinator, November, 2006.

INSTRUCTIONAL EXPERIENCE**ABC Company** Any Town, USA Jan. 2011 - Present*Teaching Assistant - School of Communication*

- Assisted the Director of Graduate Studies and other faculty members in the instructional process of the department as a tutor, discussion moderator, laboratory assistant, practicum assistant, proctor, and grader.
- Taught undergraduate level courses including Fundamentals of Public Speaking; lectured up to 225 students.
- Facilitated discussion, tutorials, and laboratory sessions.
- Recorded grades and evaluated and graded examinations, assignments, and papers.
- Met with supervisors to discuss students' grades and to complete required grade-related paperwork.

EDUCATION

Masters in Health Communication - University of Houston, Houston, TX
Bachelor of Science in Health Management - Howard University, Washington, D.C.

PROFESSIONAL DEVELOPMENT

- Performance Excellence Certificate in Advanced Business Writing, Rice University, Houston, TX, 2009
- Population Fellows Program, University of Michigan, Ann Arbor, MI, 2004

SPECIALIZED TRAINING

- Research-Based Principles for Effective Teaching, University of Houston
- Student Success - High Impact Practices & Retention, University of Houston

COMMUNITY INVOLVEMENT/VOLUNTEERISM

- Houston Area Urban League Young Professionals
- Linda Lorelle Scholarship Fund College Prep Conference and Scholarship Fund, Inc.
- Methodist Hospital System Stride for Stroke ▪ National Children's Hospital ▪ Total You Health and Wellness Fair
- Young Professional's University College Fair

References Furnished Upon Request