

ELIZABETH J. JONES

ENTERTAINMENT, SPORTS INTEGRATED MARKETING PROFESSIONAL

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14 years of award-winning PR strategy, publicity, campaign management, promotion, crisis communication, marketing, press relations, talent management, social media, research for major networks and shows.

EXPERIENCE

2013 – PRESENT

DIRECTOR, ENTERTAINMENT COMMUNICATION, MAJOR NETWORK (NEW YORK)

Shows: Primetime and awards

Strategy and Publicity: Lead daily and long-term planning, collaborating with production, talent department and digital for shows and network.

Media Relations: Create materials, lead outreach and manage relationships, resulting in increased awareness.

Talent and Executive Management: Primary contact for The Late Show guests and appearance-related publicity. Write talking points for executives and manage interviews and speaking engagements.

Crisis Communication: Handle network and show-related issues and emergencies, including responses to material perceived to be controversial.

Research: Collaborate with network and interactive research departments to disseminate daily ratings performance statistics and help drive ratings and digital narrative.

Results (partial list)

- Hollywood Reporter cover stories (July 2016 and April 2017); New York Power List cover in April 2017)
- Variety cover story (Sept. 2017)
- New York Times front page business section story (May 2017)
- Mashable feature on Show's digital growth (September 2017)
- ADWEEK cover story timed to historic post-Super Bowl L live show (January 2016)
- Vulture story on Show's delayed viewing performance (April 2018)

2006 – 2013

SENIOR PUBLICIST (FROM PUBLICITY ASSISTANT), MAJOR NETWORK (LOS ANGELES)

Steady progression from junior- to senior-level marketing/PR and talent relations positions over 7 years. Responsible for Studio publicity and collaborated with International, Home Entertainment, Licensing and Merchandising divisions. Spearheaded campaigns for various awards.

Shows: Primetime series

Results (partial list)

Garnered special editorial coverage, arranged events (parties, premieres and live-streamed interviews), led press tours and managed talent and producer-centered campaigns for show milestones. including:

- Show's 150th and 200th episode
- Show's Launch (March 2012)
- Show's 100th episode

2004 – 2005

PRODUCTION COORDINATOR, MAJOR NETWORK (NEW YORK)

Served as the primary contact for Sports with the NFL and NCAA teams, league officials, and public relations personnel regarding all studio show needs and activities

Shows: Major sports shows

- Assisted the Sr. Producer of CBS Sports
- Developed ideas for feature stories and guest spots
- Assembled show formats and production schedules
- Assisted on-air talent with travel, meetings, and day-of-air tasks

EDUCATION

APRIL 2003

B.A., SPORTS MANAGEMENT/POLITICAL SCIENCE UNIVERSITY OF MICHIGAN

Alpha Chi Omega, Theta Chapter: Member, VP Membership Development

AWARDS & RECOGNITION

International Publicists Guild nominations for publicity campaigns on major shows (2014, 2017)

PROFESSIONAL INVOLVEMENTS AND RECOGNITION

Voting member of the Academy of Television Arts and Sciences

Former member of the International Publicists Guild

Active member of the University of Michigan Alumni Association

Zoë Y. Smith

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PROFILE	Full-time student at the University of Maryland majoring in Communications with a 3.43 GPA seeking an internship in the communications and social media field. Motivated, driven, with customer service and communications experience.		
SKILLS	<ul style="list-style-type: none">• Proficient with Social Media – Twitter, Instagram, Tumblr, Pinterest and Facebook• Proficient in Microsoft Office Suite	<ul style="list-style-type: none">• Excellent Customer Service Skills• Exceptional Organizational Skills• Strong Analytical Skills	
EDUCATION	University of Maryland, College Park, MD Anticipated Graduation: May 2020 B.A. in Communications – Public Relations Concentration		
WORK EXPERIENCE	University of Maryland Office of Community Engagement, College Park, MD January 2018— Present <i>Communications and Media Relations Intern</i> <ul style="list-style-type: none">• Responsible for enhancing the online presence and promoting campus efforts to provide resources that enrich the quality of life in the surrounding Prince George’s County community• Develop and edit written content for the campus community engagement website, newsletter, social networking mediums and other program-related publications• Document campus community engagement news and events through written summaries and press releases, as well as maintaining the Office of Community Engagement’s social media and marketing accounts• Assist with general outreach at campus events Express Factory Store, Hagerstown, MD June 2017—Present <i>Sales Associate</i> <ul style="list-style-type: none">• Achieve sales goal by cross selling and promoting additional products and services• Successfully assisted customers with product selections and purchases• Demonstrate the ability to work as part of a team and take initiative independent of direct supervision G.H. Bass & Co., Hagerstown, MD August 2015—July 2017 <i>Sales Associate</i> Northwood Swim Club, Hagerstown, MD Summer 2014 and 2015 <i>Lifeguard</i>		
AWARDS & HONORS	Dean’s List: <ul style="list-style-type: none">• May 2017 and January 2018		
ACTIVITIES	CIVICUS: <ul style="list-style-type: none">• <i>Associate:</i> two year invitational, academic citation program that empowers students to become active and engaged citizens through a focus on community service learning and leadership development• <i>Outreach Committee Member</i> Operation Business Club Intramural Sports: <ul style="list-style-type: none">• Volleyball and Racquetball Community Service <ul style="list-style-type: none">• Completes at least 40 hours of community service each year, volunteering at local hospitals, food banks, and community activities		

John R. Smith

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Strategic Integrated Marketing Communications Leader

Accomplished marketing communications executive with 20+ years of experience in public relations, traditional and online marketing, social media, digital campaign management, project management, product development, and team leadership. Former corporate vice president at Fortune 300 financial services firm, with responsibility for 25-person global public relations team. First-person startup executive with entrepreneurial spirit and ability to harness it within a larger corporate framework. Passionate polymath with ability to read spreadsheets, run blogs, write (some) code – and still see the big picture. Planner, thinker, champion of “Objective-Oriented Marketing” and “Holistic Social Media.” Former journalist, sportscaster and sports information director who can write quickly and effectively and present in front of audiences large and small. Ready to make an immediate and long-term contribution to an organization’s success.

Areas of Expertise

- Public relations, issues, reputation, and crisis communications leadership
- Client management, campaign management, and business development as agency leader
- SEO, pay-per-click, pay-for-performance media campaigns
- Social media marketing – Facebook, Twitter, YouTube campaigns
- WordPress – technical and content expertise
- In-house agency management at Fortune 500 level
- Team leadership: managed as many as six direct reports, 25-person dotted-line team responsibility

Career Progression

ABC Evanston, IL – Vice President, Strategy/Client Services – Aug. 2016 - present Employee #1 in the USA, tasked with building PR capabilities for advertising, brand marketing and creative agency headquartered in Canada.

- Creation of go-to-market strategy for US-based business, focusing on breadth and depth of capabilities of firm.
- Developed issue management/crisis communications plans for clients in Fall 2016, creating new line of business.

American Business Company LLP | Chicago, IL – Interim Director, External Communications – July

2015 – Aug. 2016 PR Leader for U.S. member firm of Grant Thornton International Ltd. Managed two direct reports.

Managed media relations campaign for Summer 2015 CFO Survey, leading to top-tier coverage (WSJ, Business

Insider, Bloomberg), regional coverage in key markets. Doubled online survey engagement vs. 2014 campaign.

- Led successful media relations program for company’s announcement of “Flexible Time Off,” with coverage in Bloomberg (TV, online and radio), Washington Post, Charlotte Observer, key industry publications.

DEF 123 | Evanston, IL – Managing Principal – Feb. 2009 – July 2015

Leader of virtual agency for 5+ years, managing integrated marketing communication campaigns for companies including Sara Lee (Sara Lee Deli), Allstate (Allstate Motor Club), ComEd, Cameron Hughes Wine, Ellington Leather, Enesco (Billy The Artist, Planet Random) and ROI Influencer Marketing. Launched own products – 12 Minute Marketing®, CloutReach® and Metasip – and developed curriculum for and hosted 30+ paid communications webinars (2009-11).

- Helped clients VetTV and Victor App exceed crowdfunding goals in late 2016 through integrated social-meets-traditional PR campaigns. VetTV became third-highest funded comedy campaign in Kickstarter history, raising \$90,000 after media announcement; Victor leveraged Fox TV appearance to raise 33% of its funds in one week.

- As interim #2 communications executive for \$3B division of Honeywell (UOP), led integrated marketing communications for natural gas processing business. Implemented Gastech Korea event management and PR strategy, leading to measured ROI of 350% for event.
- As embedded consultant at ComEd, shepherded utility through movement toward “consumerism,” including integrated web portal launch and Smart Grid digital strategy. Managed 5 agencies, \$3m budget. Developed company social media plan that organization implemented in 2010.
- Part of team that developed earned, paid and owned media strategy and implemented “Mama Saga” campaign for Sara Lee Deli. Exceeded projections for viral video views by 2000%, Facebook “likes” by 5000%; led to 30,000 coupon downloads, New York Times, BrandWeek and AdAge coverage.

XYZ Inc. | Evanston, IL – CEO and Founder – Feb. 2006 – Feb. 2009

Launched higher education technology business – cross between “eHarmony and LendingTree for college admissions” – and took it from “zero to brand” in six short months.

- Harnessed power of social media and social networking while in their infancy to maximize company revenues and generate leads for college clients.
- Secured platform subscriptions to 50 schools during first year of company’s operation.
- Successfully sold company to private equity firm in early 2009.

NOP | Chicago, IL – Corporate Vice President, Global Public Relations – Sept. 2004 – Feb. 2006; Asst. VP/Natl. Media Relations Director, Aon Consulting (now Aon Hewitt) – Nov. 1999 – Sept. 2004

Six years of progressive responsibility with global financial services firm. Managed 25-person global public relations team, led issues and crisis communications – including NY AG investigations of industry, and transition to new CEO.

- Management of worldwide thought leadership program, including cross-border and cross-business unit initiatives; created global media training curriculum. 50% increase in positive media placements.
- Directed US branding and media efforts for Consulting Unit’s 70 offices, including PR, trade shows, client/prospect events and advertising; led “in-house agency” and managed against billable hours goals.

Business Management Association | Chicago, IL – Public Relations Dir. – June 1998 – March 1999

Headed up public relations program for 3000-member organization in the field of “Corporate Renewal.”

RST Financial | Chicago, IL – Spokesperson/Communications Analyst – Oct. 1995 – June 1998

Secured positive mention for company on “60 Minutes” in 1996 story on the fight against credit fraud.

State University | Chicago, IL – Sports Information Director – Oct. 1993 – Oct. 1995

Led PR and marketing program for 14-sport NCAA Division I program.

Education, Activities and Community Involvement

Syracuse University | Syracuse, NY – Bachelor of Science, Broadcast Journalism

Sportscaster for world-famous WAER-FM for four years; play-by-play of Syracuse Football, Basketball and Lacrosse; morning and afternoon drive sports reports.

PRSA | Evanston, IL – Board Member, 2015 Developed communications plan that helped achieve 100% of member recruitment strategy.