

JANE SMITH

100 Broadway New York, NY, 10001, jsmith@yahoo.com, 123 456 7890

Senior communications executive with extensive experience in public relations as well as strategic communications consulting

KEY ACCOMPLISHMENTS

Executive thought leadership and high-level strategic communications

- Created executive thought leadership platform for chairman of XXXX that resulted in placement on panel at the World Economic Forum annual meeting at Davos. Placed other clients at high level thought leadership forums such as Fortune Innovation, Forbes Executive Women's Conference, Leadership@Wharton and more.
- Wrote speeches and presentations for C-suite executives of client companies including XXX chairman, CFO and CMO, Markle Foundation president Zoe Baird, Detroit mayoral candidate Freman Hendrix, Chief Chad Smith of the Cherokee Nation and others.
- Wrote and placed byline and op-ed pieces for clients in outlets that include the Los Angeles Times, Foreign Affairs, the International Herald Tribune, the San Jose Mercury News and more.

EXPERIENCE

XXX Communicators, Inc, New York, N.Y. Managing Director, Senior Strategist, 2004-present

- Responsible for strategic vision, client relationship management, account team leadership and issues management for clients in the media, entertainment, technology, professional services and non-profit spaces; develop and manage media monitoring and analysis programs; capitalize on opportunities for rapid response and proactive positioning of client companies.
- Create comprehensive analyses of relevant marketplace perceptions, media coverage and research literature on industry sectors, categories and competitors.
- Programs have secured results for clients in top-tier news outlets that include the New York Times, Wall Street Journal, LA Times, Associated Press, CNN, consumer magazines and major trade publications.

XXX Communications, Detroit, Mich. Principal, 2002-2004

- Launched and headed four-person PR shop in greater Detroit area.
- Spearheaded repositioning strategy and launch of major programs for the Markle Foundation, a \$200 million private foundation, headed by Zoe Baird.
- Developed and executed PR strategy to establish eBay Motors as a distinct division of the online auction giant. Developed key themes and positioning for new division, and overall communications strategy.

XXX, New York, N.Y. Managing Director, Senior Managing Director, 2000-2002

- Reinterpreted corporate brand for consumer launch of Microsoft Windows XP operating system. Developed viral consumer branding campaign; cultivated internal champions and oversaw execution of communications program.
- Managed global research and strategic planning program to refine branding and develop internal branding to unite the factions of tech giant Motorola.
- Headed Consumer Technology group, overseeing team of eight.

XX Group, New York, N.Y. Account Supervisor, Vice President, Consumer Technology Group, 1999-2000

- Oversaw \$1.5 million-a-year Intel account; managed client relationship, developed and managed creative strategies for consumer launch of new Intel chips, consumer products, art sponsorships and PC enabled toys.
- Program resulted in tens of millions of media impressions in outlets that included the Today Show, New York Times, national consumer magazines and online outlets. Established Intel Play product as a best-selling toy of the year.
- Served additional technology clients and managed a team of five.

XXX, New York, N.Y., Account Executive, SAE. 1996-1999

- Developed and executed successful consumer and viral marketing strategies that included media relations, influencer seedings, product placement and strategic sponsorships.
- Drove hundreds of millions of media impressions for clients.
- Clients served included A1 Steak Sauce, Altoids, LifeSavers, Patron Tequila, J2 Global Communications, Publishers Clearinghouse.

ACADEMIC & RESEARCH EXPERIENCE

Columbia University Teachers College 1986-88

- Served as research assistant on study aimed at developing approaches to preventing child abuse and neglect by exploring mother-infant relationships among a population of underserved teenage mothers.
- Co-authored paper presented at the Society for Research in Adolescence Biennial meeting titled “Vulnerability and correlates of depression in Black and Hispanic adolescent mothers.”

New York University, Department of English and Expository Writing Program, 1989-95

- Teaching fellow, teaching two courses per semester in expository writing with focus on critical theory and critical thinking.
- Teaching assistant for course in the 19th Century British Novel.

Long Island University, 1995-96

- Adjunct Assistant Professor of English, teaching courses in expository writing.

EDUCATION

Boston University	Boston, Mass.
■ B.A. Cum Laude, English and Art History	
Columbia University, Teachers College	New York, N.Y.
■ M.A., Developmental Psychology	
New York University	New York, N.Y.
■ M.A., English Literature; completed Ph.D. coursework	

INTERESTS

Enjoy books; film, art; politics; travel; caring for my two fabulous kids. Fluent in Spanish and French. Recently spearheaded an African poverty relief effort that raised over \$30,000.