

NAME

phone | firstandlastname@gmail.com | LinkedIn

- Writing & Editing
- Vendor Management
- Customer Orientation
- Presentation Skills
- Strategic Partnerships
- Project Management
- Brand Awareness
- Strategy Development
- Process Improvement

PROFESSIONAL EXPERIENCE

Company Name, Raleigh, NC

2014 – Present

Client Reference Program Manager

- Led the filming, editing and promotion of a video highlighting a partnership with AFLAC; worked with marketing and subject matter experts to develop brand messages and managed the relationship with internal creative teams
- Rebranded more than 50 case studies, adjusting the tone and message to reflect current brand standards; interviewed clients and sales to ensure accurate and up to date information
- Created processes and procedures related to the translation and localization of client references used to support marketing and sales teams across the globe; content is now more effective for US and non-US markets
- Worked with the web team to create an internal database housing all client reference program content; increased accessibility and visibility has led to enhanced efforts by sales and marketing
- Developed an online submission form/template to simplify the submission and execution of references; hosted webinars to educate internal teams increasing the number of viable references
- Partnered with legal and web teams to create an online training program now used across the organization to increase employees comfort level with reference usage and understanding of legal protocols

Private School, Raleigh, NC

2013 – 2014

Assistant Campaign Director

- Collaborated with the Campaign Director and an outside agency to develop the campaign logo and brand messages; wrote, reviewed and edited all print, digital and web materials
- Ran focus groups of students, parents, alumni, corporate partners and community leaders to deepen understanding of the donor base, shape campaign strategy and create talking points
- Planned and executed 15 special events to build awareness and raise base funds for the campaign in its silent phase

University, Raleigh, NC

2012 – 2013

Assistant Director of Development

- Restructured the gift acknowledgement process and improved donor relations through increased customization of messaging
- Crafted gift acknowledgement agreements used to formalize partnerships with new donors; information was also used by marketing to promote partnerships on- and off-campus

Additional Roles Include: *Assistant Media Planner, Company A (2010 – 2011), Junior Account Executive, Company B (2010)*

EDUCATION

The University of North Carolina at Chapel Hill

B.A., Journalism, Public Relations Concentration, 2009

Graduated with Highest Honors after writing and presenting honors thesis

COMMUNITY INVOLVEMENT

Volunteer, **We Build People Campaign, Alexander YMCA** (2013 – Present), Member, **Junior League of Raleigh** (2014 – Present), Volunteer, **SAFEChild** (2015 – Present)