

Charles C. Mackey

Vice President, Account Director

Public Relations • Communications • Publicist • Media Spokesperson

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Professional Profile

- High energy, creative professional with enthusiasm for securing media coverage combined with strong experience in public relations, advertising, media, and marketing. Known as a "go-getter" with contagious optimism and strategic vision, a strong writer and public spokesperson, and a collaborative "multi-tasker" of high-tempo creative projects.
- Pioneered Social Media program that rocketed engagement at a well-established traditional multi-national manufacturing company, sustaining multiple communication channels and proactively shepherding creative solutions for "new" media exposure in competitive market place. Guided Twitter conversations, blogging, and Facebook presence.
- Success pitching and executing brand-building solutions, cultivating a robust media network, and securing high-profile media coverage to include exclusive interviews with Robert Scoble, Mashable, and ZDnet. Proficient in French and Spanish.

Areas of Expertise / Core Competencies Include

- Integrated Public Relations & Marketing
- Highly Developed Online Media Contacts
- Corporate Promotions & Brand Campaigns
- Influencer & Celebrity Interviews
- Publicity, Press Events, & Promotions
- External & Internal Communications
- Online & Social Media Engagement
- Account Management & PR Outreach
- Promotional Advertising Campaigns
- Social Media, Online & Digital Initiatives
- Brand Awareness & Viral Advertising
- Creative Team Leadership

Professional Experience

ABC Corporation

New York, NY • 2009–present

Public Relations Manager

Enthusiastically manage all external PR, executive/internal communications, and social media coverage for North American region of 1,500 employees. Arrange and manage all news/media events, liaise between media and staff, manage simultaneous projects, and roll out non-traditional campaigns to maximize media coverage. Write talking points, executive speeches, and online content. Produce and distribute all press materials. Collaborate with 8 business units and corporate HQ in Germany on strategy, execution, reporting, and budgeting (~\$250K). Managed 5 direct reports: external agency team. Report directly to Marketing Director.

Selected Achievements:

- **Social Media:** Established the company's first social media program and grew to multiple platforms, dedicated policies, and resources. *In 1 year, initial Twitter handle @ABCPR exploded into hundreds of active followers.* Led development of YouTube and Facebook presence. Currently guide teams in the US and Germany on future online media strategies.
- **Media Planning:** Landed 3-minute segment on a major CNN program, which ran repeatedly for 1 month and featured notable interview with Governor of XX, focusing on job creation in the solar industry. Trained and prepared staff for promotional global TV spot and hosted news crew during 3-hour taping session. *Gained community recognition and delivered advertising equivalency of \$3.5M.*
- **Public Relations:** Coordinated 2 major press events with state Governors of XX and XX for 100+ attendees, all major TV network's local affiliates, newspapers, radio, and trade press. *Both press events garnered countless mentions in local and state media, print, online, and on-air channels.* Developed international trade shows (2+ per month) and other creative communications plans outside of paid marketing.
- **Network of Media Contacts:** Nurture relationships with key trade publications, reporters, writers, and editors and promoted executive interviews to drive consistent corporate messaging and presence. Boosted brand visibility and doubled the number of bylined articles written by company engineers.
- **Media Partnerships:** Spearheaded 2 RFPs for new PR agency in 14 months, bringing global Top 5 agency onboard and successfully transitioning to mid-sized agency the following year.
- **Internal Communications:** Write CEO blog, monthly newsletter, and quarterly town-hall-style conference calls for 2,700 employees at 9 manufacturing facilities in North America.

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Professional Experience Continued

ABC Associates

New York, NY • 2006–2009

Account Executive / Supervisor

Quickly promoted from Intern to Account Executive, developing and executing effective non-traditional marketing and PR campaigns and managing day-to-day communications and account management for Social Computing Internet start-up client. Collaborated with client's Marketing Director, CTO, and CEO. Created proposals for pitching and landing new clients. Networked on behalf of clients and agency. Activated partnerships, promotions, and social initiatives.

Selected Achievements:

- **PR Relations:** Secured high-profile, one-on-one client *video interviews with Robert Scoble, Mashable, ZDNet, and other outlets*, garnering glowing reviews of Social Computing client. Landed product placement mentions via press releases for XX Technology client. PR efforts delivered multiple mentions in blogs, news outlets, and social channels.
- **Media Coverage:** Leveraged creative writing skills and persistent pitching to gain press mentions for multiple clients. Garnered press exposure via regional newspapers, radio interviews, and major business wire services. *Led to sizable bonus based on significant increase in press coverage for a key client.*
- **Relationship Building:** Cultivated relations with key journalists in national, international, trade, and business press, resulting in client and product mentions in the New York Times, Wall Street Journal, Fortune, Forbes, TechCrunch, Scobleizer, and PR 2.0.
- **Creative Development:** Proactively pitched story ideas and media angles for online, print, television, and radio. Wrote and edited press releases. Helped develop visual content working with design teams.
- **Social Media:** *Pitched, introduced Social Media strategy.* Agency now boasts a robust Social Media program, including Help-A-Reporter-Out (HARO) service to Account Executives, a healthy website blog, Twitter account, and Facebook page.

Big Chain Restaurant

multiple locations • 1998–2008

Server & Trainer

Earned "Employee of the Month" numerous times. Recognized for individual record-high sales achievement, from \$1K to \$1.9K+ per night. Consistently won nightly contests for the highest sales and the greatest quantity of selected products sold.

Local School

Bangkok, Thailand • 2000–2001

Teacher

Taught American literature, grammar, and English language courses to high school students (4 classes of 16 students each). Voted "Favorite Teacher" by the junior class.

Big Entertainment Company

City, State • 1997–1998

Employment Assistant

Provided front-line administrative support in HR Division at Fortune 100 Company. Expedited thousands of applicants through the hiring process. Streamlined Benefits Briefing process for increased efficiency. Scheduled and counseled applicants for interviews.

Education / Professional Development

MA, English, New York University, NY, 2006

BA, English, University of Michigan, Ann Arbor, MI, 2000

Computer skills: Mac/PC platforms • Microsoft Suite • Quark Xpress • Adobe Photoshop • RedDot • HTML (basic)

Languages: basic French and Spanish