

# FIRST LAST NAME, APR

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## GLOBAL COMMUNICATIONS EXECUTIVE

*Corporate, Marketing & Brand Communications | Strategy | Public & Media Relations | CSR*



A highly accomplished, multi-faceted senior communications professional with a distinguished career encompassing both agency and corporate leadership roles. Known for crafting and executing comprehensive communications strategies that seamlessly integrate across various channels while cultivating relationships with external partners, key stakeholders, and C-suite members. Renowned expertise in developing impactful brand strategies and innovative marketing communications for global clients. Collaborates with creative, media, and experiential teams to ensure consistent and compelling messaging. Recognized for building and sustaining valuable relationships with executives, boards, investors, media, influencers, and employees. Strong track record in crisis management, acting as a company spokesperson and leading teams of 50+ individuals and global agencies. Supports high-level executives to align internal operations and enhance external visibility.

### Core Competencies

- Content Creation
- Brand Marketing & Management
- Integrated Planning
- Partnership Management
- Crisis Communications
- Executive Ghostwriting
- Stakeholder Engagement
- Media Planning & Buying
- B2B- & B2C-Focused Organizations
- Corporate Social Responsibility
- Budget Management
- Planning & Insight Discovery

*"[Client name] is a consummate communications professional, and while he is strategic, mindful, intelligent, and gifted, his greatest attribute may be his ability to listen and understand the situation."*

## Professional Experience

**2023 – Present** • COMPANY NAME • Remote

### Executive Marketing & Communications Advisor

Leads marketing and communication efforts, in an advisory role, for a stealth-mode, bootstrapped B2B SaaS company launching a new product in August 2023. The product is a business management platform tailored for barbershops to streamline operations and enhance customer experience. Creates storylines and content for communications and marketing, particularly for the Beta product.

- *Manages media, advertising, digital, social media presence, and content agency support.*
- *Oversees training of teams (communications, marketing, sales) for launch.*
- *Utilizes current media and influencer connections to generate anticipation.*
- *Analyzes beta-tester data to refine offerings and develop case studies.*
- *Develops executive visibility plan for the company founder and CEO.*



**2020 – 2023** • COMPANY NAME • City, ST

### VP, Global Communications

Recruited to build a XX-member communications team, including eight direct reports. Led comprehensive internal and external communications, marketing, and PR efforts. Collaborated with CEO on diverse communication campaigns in support of the organization's mission. Oversaw activations spanning owned, earned, and paid media. Directed global efforts in Public, Employee, Government, and Investor Relations across XX countries and XX sites, including crisis communications. Functioned as primary spokesperson for marketing and branding campaigns. Built organization's first communications function, unifying XX brands from acquisitions into a cohesive external identity. Led rebranding process, fostering internal culture and communication improvements.

- *Established and developed both external and internal communications functions within the initial two years.*
- *Orchestrated the creation of a comprehensive ESG analysis and reporting system, addressing customer demands and shaping the marketing strategy, aligning with green innovation trends.*
- *Identified market opportunities and customer journeys, propelling multiple brands beyond \$XXM in launch-year sales across traditional retail and D2C sectors.*

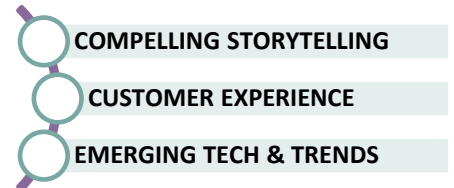
- Oversaw strategy and execution for four websites and 60+ social media channels. Managed influencer marketing and initiated employee engagement efforts, including intranet and content teams for XX employees.
- Led the organization's first post-integration employee survey, resulting in the development of EVP and Employer Brand.
- Navigated communications through IPO preparations and crisis activation during listing uncertainties.

**2018 – 2020 • COMPANY NAME • City, ST**

#### Director, Corporate Communications

Managed a team of XX, including two direct reports, overseeing enterprise media relations strategies. Built relationships with media and stakeholders to enhance understanding of AbbVie's leadership, strategy, and innovation. Drove media coverage and social media efforts for reputation management and strategic goals. Developed and executed proactive media plans to convey key messages across external channels. Responded to media issues and tracked external networks. Elevated Allergan's leaders as authoritative industry sources to maximize their internal visibility. Adapted role during AbbVie's acquisition of Allergan to handle change communications, management, and external strategies.

- Managed combined employee value proposition and employer brand development.
- Devised external communication plans spanning paid, owned, and earned media, emphasizing AbbVie's reputation and talent acquisition.
- Collaborated with enterprise communications for integration updates and change management.
- Prior to acquisition, directed colleague communications, HR communications, and executive visibility.
- Strategized talent acquisition, L&D, and DEI initiatives for Allergan culture, enhancing employee satisfaction.
- Executed M&A communications for XX acquisitions, including Allergan-AbbVie deal.



**2005 – 2018 • COMPANY NAME • City, ST**

#### VP, Communications

Joined organization as an Account Coordinator and rapidly advanced through 7 promotions in a 13-year span. As VP, managed four direct reports and team of 16, overseeing \$8M in billable client revenue. Developed and executed strategic communication plans to elevate company visibility, brand awareness, and stakeholder engagement. Crafted PR strategies for nurturing vital external relationships and addressing challenges. Led internal and external communication strategies and represented organization in media interactions.

Mentored and managed the junior team, ensuring positive media relations and proactive image maintenance. Acted as a big-picture thinker, idea generator, and media strategist, supporting client strategies and overseeing campaigns, media engagement, vendor relations, and events. Adapted well in a dynamic environment. Contributed to client strategy development, budgeting, execution planning, and account management across diverse industries including Auto, CPG, Gaming, Lifestyle, Pharma and Tech.

- Steered international agency consortiums for two Fortune 100 clients, from strategy to execution.
- Forged a successful collaboration between Pennzoil and Nintendo, launching motor oil at SXSW, boosting brand perception in the XX-XX demographic.
- Managed significant incidents for Colonial Pipeline, providing on-site community engagement, risk management, and government collaboration.
- Established and led agency Social Media practice and Media Planning group.

*"[Client name] proved to be an invaluable member of the integration team helping to create the messaging, materials, and presentations that helped every single member of the company navigate one of the largest Pharma acquisitions in history."*

### Education & Professional Development

**Bachelor of Arts (BA) in Communication • University Name**

**AI for Decision Making: Business Strategies & Applications, Certificate (Expected 2023) • University Name**

**Accredited Public Relations (APR) • PRSA**

### Brand Experience

kdc/one, HCT, Zobebe, AbbVie, Allergan, Shell (Retail, Chemicals, Pennzoil, Quaker State, Rotella), Goodyear Tire & Rubber, Lyft, Harley-Davidson, BMW, Ferrari, Bosch, Chrysler (SRT, Dodge, Ram, Jeep), Jim Beam, Mountain Dew, AMP, Red Bull, UPS, Timberland, Casio, Nintendo, Truman's Gentleman Groomers, Colonial Pipeline, Medco (Express- Scripts), Novartis, Toys'R'Us, USA Today, Disney