

CHARLES T. FLYER

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Public Relations ~ Event Planning ~ Marketing/Promotion

SUMMARY OF QUALIFICATIONS:

- 7+ years experience in marketing campaign development
- Developed promotional materials and press releases for new product launches
- Experienced in building incremental gift card programs from ground up
- Special event coordination (25 – 750 guests) including specialty conferences and fundraising events for key stakeholders
- Professional report production and presentation to internal and external constituents

EDUCATION:

Master of Business Administration Expected: May 20XX
Lewis University, Romeoville, IL GPA: 3.9/4.0
Concentration: Marketing

Bachelor of Arts May 20XX
Lewis University, Romeoville, IL GPA: 3.2/4.0
Majors: Public Relations and Marketing
Minor: Business Administration

PROFESSIONAL EXPERIENCE:

Associate Director of Public Relations August 20XX – Present
Schuman Marketing Campaign Consultants, Chicago, IL

- Drive execution of PR strategies and identify key success metrics
- Coordinate the development of support materials for product launches including press releases, company and product brochures, visual presentations, and briefing books
- Assist Director of Public Relations in leading and developing the PR team including hiring, training, managing, and disciplining
- Create and write press kits and develop outreach plans
- Oversee the planning, writing, and production of corporate magazines and newsletters for internal and external audiences
- Design and implement use of social media campaigns targeted to key age groups
- Develop pitching presentations and manage outbound calling to generate PR exposure
- Collaborate with advertising agencies to prepare newspaper advertisements, direct mail materials, billboards, radio and TV commercials

Marketing Representative October 20XX – August 20XX
Claretian Network, Inc., Elgin, IL

- Managed trade spending and promotional products budgets in excess of \$500K
- Developed programs that built incremental gift card sales through corporate, individual and group purchasing
- Prepared monthly recap reports of account activity

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- Conducted 25+ weekly sales calls on designated accounts
- Solicited and encouraged retailer participation/support to promote business and add value to overall marketing plans
- Composed weekly press release materials for print and radio

Special Events Assistant

January 20XX – October 20XX

Westerbrook Banquets and Conference Center, Chicago, IL

- Coordinated special events for parties of 250 – 750 guests
- Explained wedding reception packages to prospective customers
- Collaborated with external vendors to arrange for specialized media equipment and event piping and draping
- Composed and printed event contracts
- Served as booking liaison between conference center and local hotels
- Conducted tours of banquet facilities and conference rooms and created virtual tours for online promotion

Social Media/Marketing Intern

Summer 20XX

ShopMobile.com, Estes Park, CO

- Collaborated with a team of four other interns and two marketing managers to develop effective social media marketing campaigns for new online product launch
- Coordinated regular client and prospect mailing lists and news announcements
- Maintained and wrote the company blog

ACTIVITIES AND VOLUNTEER EXPERIENCE:

- Volunteer Tutor, Romeoville Kids Count Project, May 20XX – Present
- Volunteer Fundraiser, Mayo Children's Hospital, October 20XX – Present
- Member, Romeoville Community Parent Association, April 20XX – Present
- Member, New Mentors Networking Club of Chicago, December 20XX – Present
- Staff Writer, *The Warrior*, Erie Magnet School Alumni Magazine, July 20XX – Present

PROFESSIONAL ASSOCIATIONS/MEMBERSHIPS:

- Member, American Marketing Association, August 20XX – Present
Vice President, 20XX – 20XX
PR Chair, 20XX – 20XX
- Member, Public Relations Society of America, March 20XX – Present

LANGUAGE AND TECHNOLOGY SKILLS:

- Fluent in Spanish
- Semi-fluent in Italian
- Proficient in Microsoft Word, Excel, PowerPoint
- Proficient in all versions of Adobe design software programs
- Expert level ability in all social media outlets

References available upon request.