

## JANE DOE

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### EXECUTIVE-LEVEL: Corporate Communications

Results-oriented marketing communications expert with 15+ years' experience in global corporate, start-up and merger environments. Proven success in crisis communications, strategic positioning, establishing brand leadership and media counseling of top executives. Able to build and manage collaborative global teams, quickly assess communication challenges and design comprehensive solutions. Respected company spokesperson and partner to internal business leaders. Relationship-builder with important media and industry contacts.

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Communications Strategy • Integrated Communications Platforms • Market Positioning  
Public Relations • Media Relations • Analyst Relations • Investor Relations  
Executive/Media Counseling • Branding • Crisis Management  
Key Messaging • Product Launches • Event Management

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### PROFESSIONAL EXPERIENCE

#### **MAJOR SOFTWARE COMPANY, Sunnyvale, California • 2004-Present**

\$200M global provider of software for mobile communication devices

##### **Senior Director, Worldwide Corporate Communications**

Lead company's global communication strategies and initiatives, including public relations, marketing and employee communications and major promotional events. Collaborate with teams in Japan and China to ensure coordinated global delivery of press releases, brochures, data sheets and web content. Champion company positioning/messaging activities and serve as primary spokesperson in the U.S. and Europe.

- Positioned company as leader in the mobile Linux software market despite the fact that no product has yet shipped. This was accomplished through a low-cost, targeted awareness campaign, "Linux is mobile" messaging, distributing white papers, sponsoring the LinuxWorld Conference & Expo and targeting specific Linux-oriented online and press publications.
- Integrated into the skeptical Linux open source community by communicating informally in online forums, providing product demonstrations and significant amounts of code, and participating in open source consortiums.

#### **ABC COMMUNICATION SERVICES, San Jose, California • 2002-2003**

Provider of marketing services to corporate start-ups.

##### **Principal, Marketing Communications**

Developed corporate positioning and messaging platforms and created strategic, targeted public relations plans for multiple start-up companies. Developed fact sheets, backgrounders and press releases and managed distribution and media outreach for press releases.

- Developed financial presentation for client use with potential investors.
- Crafted company website for start-up, including design, positioning, writing and implementation.

#### **CABLE & WIRELESS COMPANY, Santa Clara, California • 1998-2002**

\$1B worldwide provider of data and internet protocol solutions

##### **Director, Corporate Communications & Market Relations**

Built corporate communications department, including staffing 15 worldwide positions and managing a \$1M budget. Managed global PR team and supervised activities of outside agencies. Oversaw media relations and created corporate positioning/messaging. Official company spokesperson for legal matters and quarterly results. In 2002, responsibilities expanded to include market relations.

- Created corporate positioning/messaging platform for IPO presentation and company's 1<sup>st</sup> CEO/analyst tour.
- Spearheaded company's Chapter 11 crisis management strategies, including pro-active campaign to combat negative press coverage by orchestrating industry analyst/press tour around security services product line. This resulted in positive coverage in key trade and press publications such as Business Week, Forbes and the Wall St. Journal, as well as from industry analysts.
- Retained 100% of company's top 25 clients (accounting for 80% of revenues) during Chapter 11 proceedings by developing and implementing a personalized and effective outreach program.
- Minimized impact of non-merger related crisis situations by creating client-centered process to respond to press inquiries in a coordinated way, including key contacts, statement templates and legal expedites.

**PR & COMPANY, Santa Clara, California • 1997**

National provider of public relations services

**Business Unit Director**

Managed multiple teams of public relations professionals in support of major clients such as Epson, SquareSoft and Polycom. Created PR strategies and plans, innovative marketing campaigns and executive presentations. Directed staff of 8 and administered budget in excess of \$500,000.

- Increased revenues by \$50,000 monthly by adding 5 new clients to agency roster.
- Expanded Epson revenues by 40% as a result of "Digital Dark Room" —a major showcase of Epson products designed to foster usage by reporters and industry analysts.
- Launched "Final Fantasy VIII" for SquareSoft, building excitement and sales with a movie premiere theme, red carpet, and staged paparazzi, autograph seekers and cheering crowds.

**APPLE COMPUTER, Inc., Cupertino, California • 1995-1997**

\$14B global supplier of personal computing devices

**Senior Public Relations Manager**

Architected Apple's internal and external communications strategies, including product positioning, branding and media relations. Counseled executives in media and public relations presentations. Developed relationships with key media and industry analysts.

- Branded Apple's QuickTime software as defacto industry standard with international press conferences featuring how Apple third-party developers used QuickTime to develop and deliver their products. Theme was supported by the participation of celebrity authors, musicians and industry leaders.
- Collaborated with Board of Directors to position Apple's acquisition of NeXT, including managing satellite-accessed press conferences, developing press materials and preparing executives for media interviews.
- Conceived and initiated monthly "Key Messages" and supporting documentation to focus Apple executives on consistent, company-enhancing themes.
- Built consumer awareness by leveraging product placement in films such as *Independence Day* and *Mission: Impossible*.

**REGIS McKENNA, Inc., Palo Alto, California • 1993-1995**

International public relations firm

**Senior Consultant**

Managed corporate and public relations for Apple Computer, including press and financial analyst events, PR counseling for Apple executives, trade show planning and support and developing product-specific PR strategies. Oversaw account team and administered annual budget in excess of \$800,000.

- Increased revenue by \$10,000 per month with the addition of strategic PR programs.
- Launched Power Macintosh product line nationally, including trend-setting media road shows to educate industry analysts on how Apple's move into this new architecture benefited developers and customers.

**EDUCATION**

**Bachelor of Arts in Public Relations**

San Jose State University, San Jose, California