

SAMPLE IMC RESUME Created by PRSA with help from the IMC program at WVU (<http://imc.wvu.edu/>)

UPGRADE YOUR CAREER WITH A SAMPLE RESUME

Professional Skills Summary

Award-winning integrated marketing communications professional with a unique combination of event management, public relations agency and statistical experience.

- Strategic communications
- Brand consistency
- Web content curation
- Search engine optimization
- Pursuing an M.S. in IMC
- Event management
- Social media
- Digital media
- Advertising
- Direct marketing
- PR agency account management
- Reputation management
- Marketing communications
- Statistics
- Website design
- Public affairs
- Public relations

Work Experience

Company Name (Note – these are some functions from a media relations and web perspective)

Location, State

Title

Date – Present

Through a series of SEO changes increased website's rankings from page 15 of a "google" search of xxx to page 1. Increased traffic from weekly page views of 20,000 to 60,000 in a six month period.

- Crisis communications spokesperson for the C-Suite and media liaison, resulting in placements in NBC, FoxFive, *Associated Press*, *New York Times* and BBC.
- Research topics and monitor press coverage to identify news pulls.
- Develop mobile marketing friendly pages for website.
- Bring together public relations, advertising, direct marketing, sales promotion, etc. into one IMC plan, writing measurable objectives for each functional area.
- Ensure consistent messaging across multiple marketing disciplines while closely monitoring brand reputation.
- Coordinate podcasts and upload YouTube videos while tagging to maximize traffic.
- Specific successes:
 - Developed an integrated social media plan creating Pinterest, Facebook, Twitter and LinkedIn campaigns. Increased conversion rates by X% and monthly customer engagement by X%.
 - Initiated 15 new digital media campaigns resulting in more than 150,000 views collectively.
 - Redesigned website.
 - Decreased shopping cart abandonment rates by X% over a X-month period.

Company Name (Note, these are some functions from a PR agency perspective)

Location, State

Title

Date -

Worked in key accounts worth \$5,000,000 including (list companies). Used an integrated marketing approach. Landed 10 new accounts within 6 months and was awarded three Bronze Silver Anvils.

- Provided high-quality professional advice and service to clients according to acceptable firm standards.
- Built multi-media centers to better assist clients using an integrated marketing communications platform.
- Managed day-to-day client activities, including research, planning, implementation and evaluation of public relations activities, and paying careful attention to budgets, resources, deadlines and client records.
- Developed news releases, media kits and collateral material.
- Incorporated digital and social media into campaigns, cutting lead time by X%.
- Gathered relevant client information necessary to develop, recommend and execute strategies, tactics and budget that will result in effective PR programs.
- Recorded and submitted accurate time records for client billing in a timely manner.
- Implemented real-time marketing into approach with clients, resulting in an X% increase in new business and client satisfaction rates.
- Supervised, trained and developed team Account Coordinator and Account Executive.
- Brainstormed larger, strategic thinking for each client and implement.
- Spearheaded client events and press conferences.
- Utilized Cision, Constant Contact.
- Worked with social media aggregators to measure the effectiveness of campaigns.

Company Name (Note, these are some functions from an Events Manager perspective)

New York, NY

Title

Date

Negotiated rates for drayage vendors resulting in savings of \$20,000, while increasing exhibit sales by 45%. Delivering top-notch customer-service increase satisfaction and retention rates by X%.

- Wrote marketing pieces, brochures, and developed logos and artwork by interfacing with departmental creatives.
- Conferred with staff at a chosen event site to coordinate details.
- Inspected event facilities to ensure that they conform to customer requirements.
- Coordinated services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- Consulted with customers to determine objectives and requirements for events such as conferences.
- Met with sponsors and organizing committees to plan scope and format of events, and to establish budgets.
- Planned and developed programs, agendas, budgets, and services according to customer requirements.