

JODY SAMPLE

SENIOR-LEVEL COMMUNICATIONS EXECUTIVE

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PROFESSIONAL PROFILE

Achievement-Driven Communications [Public Relations Executive](#)

with exemplary qualifications in all phases of corporate and government communications. Skillful developer of strategic [communications](#) programs that continually surpass expectations. In-depth program management experience from conception to implementation through team development and leadership skills. At ease with budget limitations, deadlines, and high pressure situations. Strong ability to influence thinking, forge strategic alliances, and build consensus. Available for travel and relocation.

CAREER HIGHLIGHTS

Altitude Consulting Group, Wellington, New Zealand,

Director

2003 to 2006

Took on the task as the provider of communications advice and services to public and private-sector

organizations.

RESPONSIBILITIES

- As a founding partner, I participated in the firm's start-up, direction, growth, and management. The principal responsibility was to direct the design and delivery of communication/ marketing strategies for key client engagements.
- Developed communication infrastructures, business cases, training programs, public relations activities, marketing communications plans, and corporate branding strategies. Completed multi-million projects on time and within budget. In addition, I effectively managed project budgets of \$1M.
- Equally strong contributions in strategic planning, business development, and account retention. I cultivated relationships with senior business leaders, landing engagements in excess of \$100K.

Fonterra Co-operative Group, Ltd., Auckland, New Zealand,

Director of Corporate Communications

2002 to 2003

Leading multinational dairy company. Employs 17,000 with \$13B in annual revenue.

RESPONSIBILITIES

- Served in a high-profile role where I was fully responsible for developing and implementing a company-wide communications strategy. Garnered support from senior management for program execution. Managed four direct reports. Administered a \$1M budget.
- Developed continuous disclosure documentation as well as other material disclosures, such as public offerings,

acquisition opportunities, quarterly and annual financial reporting, and information circulars.

- Provided advice and guidance to the board of directors on communications issues. Interfaced with the media and acted as the company spokesperson. Developed strategic relationships with key members of the press.

Sweeney Vesty, Ltd., Auckland, New Zealand,

Director of Accounts

2001 to 2002

International consulting firm providing business strategy and communications services to clients in over 80 cities in 40 countries.

RESPONSIBILITIES

- Recruited to create sustainable communication plans and provide leadership support for key clientele. Drafted core communications and collateral materials. Monitored media and implemented PR programs as required.
- Cultivated exceptional relationships through solutions-based selling and delivering value added services. Landed account with one of the top four legal firms in New Zealand with an initial outlay of \$30K.
- Served as media spokesperson and communications manager for top-tier, publicly-held company.

Fletcher Building, Ltd., Auckland, New Zealand,

Communications Manager

2001 to 2002

Multinational manufacturer and distributor of building materials. Employs 16,000 with \$5.5M in annual revenue.

RESPONSIBILITIES

- Directed the development and implementation of global communications strategy, providing up-to-date information to business leaders across New Zealand, Australia, South Pacific, Asia, North America, and South America. Managed two direct reports. Administered a \$500K budget.
- Managed all PR and marketing communications activity, including the creation and application of new brand identity, investor focused website, and bi-monthly in-house magazine.
- Coordinated the preparation and dissemination of information to company shareholders and internal/ external stakeholders (press releases, investor relations, government communications, and media relations)

Ministry of Economic Development, Wellington, New Zealand,

Chief Communications Advisor

1998 to 2000

Government advisor working to ensure New Zealand's business environment promotes productivity and growth.

Employs 800 with \$100M in annual revenue.

RESPONSIBILITIES

- Recruited as communications advisor to Chief Executive and senior management on issues involving organizational development, internal communications, media management, and corporate branding.
- Facilitated the production of all core information in the preparation of briefing papers for incoming Ministers. Reviewed documents for clarity and risk. Received positive feedback from new Ministers on quality of briefing papers.
- Led corporate re-branding initiative to support Ministry's change of name and focus. Met stringent budget and deadline

requirements.

The Treasury, Wellington,

New Zealand, [Assistant Director](#) Of Communications

1996 to 1998

Government's leading advisor on economic and financial policy.

RESPONSIBILITIES

- Developed and managed strategic communications plan during a significant period of change for The Treasury 3/4 New Zealand had its first coalition government and the role of Treasurer was introduced.
- Directed government liaison activities between Treasurer's Office, Select Committees and Parliament. Provided communications advice to senior executives regarding Budget Policy and Crown Financial statements.
- Requested by Treasurer to serve an extended term as Press Secretary to the Deputy Prime Minister and Treasurer's Office. Avoided negative media coverage following an adverse report of Treasury's performance.

EDUCATION & QUALIFICATIONS

Monash University

Master's Degree in Diplomacy & Trade | Class of 1998

Victoria University of Wellington

Post Graduate Diploma in Business Administration | Class of 1996

Victoria University of Wellington

Bachelor of Arts in Sociology & Women's Studies | Class of 1994

CORE SKILLS

- Communications Management
- Marketing Communications
- Corporate Branding
- Public Relations
- Media Spokesperson
- Writing/ Editing
- Business Development
- Strategic & Tactical Planning
- Resource Allocation
- Staff Management

LANGUAGES

English ? French ? German ? Spanish

HOBBIES & INTERESTS

Painting ? Surfing ? Cycling ? Reading ? Learning

SPECIAL TRAINING & AWARDS

- **Certificate In Military Studies Queen's Commission,**
NZ ARMY OFFICER CADET SCHOOL
- **Public Relations Officer**
, NZ ARMY/ UN PROTECTION FORCE
- **Medal for Service,**
UNITED NATIONS

INDUSTRY REFERENCES

Industry references available upon request.