

PAULA ALESI

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PUBLIC RELATIONS EXECUTIVE | *Communications and Media Specialist*

- Skilled consumer brands expert with background in retail, travel and special events.
- Managed initiatives resulting in increase of over 75% brand recognition for new products.
- Strategically developed strong working relationships with internal and external product partners.
- Displayed initiative, flexibility, resourcefulness and creativity while leading multi-disciplined teams.

PROFESSIONAL EXPERIENCE

Electra, Inc., Vice President, Consumer Brands Group	Carson City, NV	2002 - Present
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- Surpassed goals for technological product rollouts by 50%, led division in profitability and resourcefulness.
- Reorganized 250-member team's supervisory structure, resulting in development of 5 new campaigns and recognition from executive management for productivity.
- Created, built and oversaw media-centric, strategic team to integrate national client media programs.
- Led account planning group and served as liaison between clients, accounts team and agency management.

Highlights

- Won prestigious company awards for productivity, profitability and creativity five consecutive years (2005-2010).
- Stabilized falling sales by refocusing staff, introducing creative initiatives and incentivizing management.
- Increased market share of designated electronics, improved profits by 25%, increased brand recognition 75% and reduced costs 18% via reorganization.

May Company, PR Special Events Manager	Los Angeles, CA	2000 - 2002
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- Displayed multi-level consumer product knowledge, incorporated cross-company functionality, and collaborated with issues management team while planning and executing aggressive event strategy for fashion, accessories, home, cosmetics and children's businesses.
- Collaborated with local Children's Hospital to develop partnership resulting in positive community relations.
- Strategically structured added-value corporate partnerships and branding opportunities with Fortune 500 partners.
- Demonstrated strategic decision making, resourcefulness and multifaceted program management skills when developing effective budget for previously cash-strapped division.

Highlights

- Received awards for creativity, writing and flexibility for developing company's most profitable annual project.
- Provided corporation results-oriented programs, resulting in company saving 22% of annual budget.
- Incorporated new media outlets, partnered with community and tripled brand recognition over 2 years.

TTC, Inc., Luxury Travel/PR Manager	Los Angeles, CA	1998 - 2000
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TTC, Inc. is a small, boutique luxury hospitality organization catering to high-end clients in the travel industry.

- Used media savvy intuition, writing skills and creativity to manage interactions with press, print and consumers.
- Designed, developed and wrote surveys to assess market impact; calculated appropriate bottom-line responses.
- Demonstrated knowledge of online media and newsletters as company's liaison to written outlets, resulting in 18% increase in business partnerships with local and national outlets.

Stern and Associates Media Manager	Pasadena, CA	1996 - 1998
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Created pitches for media events, wrote press releases and oversaw event planning and coordination.
Used knowledge of digital and tech industry to build partnerships with consumer, business and trade leaders.

EDUCATION

Bachelor of Arts, Marketing and Journalism with Honors University of Arizona, Tempe, 1996