

# PAULA ALESİ

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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

<b>Electra, Inc., Vice President, Consumer Brands Group</b>	<b>Carson City, NV</b>	<b>2002 - Present</b>
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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.

<b>May Company, PR Special Events Manager</b>	<b>Los Angeles, CA</b>	<b>2000 - 2002</b>
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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.

<b>TTC, Inc., Luxury Travel/PR Manager</b>	<b>Los Angeles, CA</b>	<b>1998 - 2000</b>
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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.

<b>Stern and Associates Media Manager</b>	<b>Pasadena, CA</b>	<b>1996 - 1998</b>
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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