

## Transformed: Public Relations. Experienced

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### PUBLIC RELATIONS EXECUTIVE

*Proactive • Creative • Results Oriented • Multi-disciplined*

### HIGHLIGHTS OF QUALIFICATIONS

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.

### SELECTED EXPERIENCE

#### **Electra, Inc.**

Carson City, NV

*Vice President, Consumer Brands Group*

2002 – present

- 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**

- Group won prestigious company awards for productivity, profitability and creativity each year.
- 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**

Los Angeles, CA

*PR Special Events Manager*

2000 - 2002

- 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.**

Los Angeles, CA

*Luxury Travel/PR Manager*

1998 - 2000

*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.

#### **Stern and Associates**

Pasadena, CA

*Media Manager*

1996 - 1998

- 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