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Advanced Professional Resume Template

**Susana T. Ramirez**www.linkedin.com/in/susanaramirez

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**Award-winning Media Relations Expert**

10 years of experience in virtually every aspect of public relations, including external media, customer newsletters, customer bill inserts, sponsorships, special events, promotions, and contributions. Excellent organizational, written, and communication skills. Capable of successfully managing several projects simultaneously and meeting all deadlines.

**Professional Experience**

**Public Relations Manager and Spokesperson (1998 – present)  
TelTech Communications, Dallas, TX**  
Develop, recommend, and manage communications strategies for informing the public of regional telecommunications company’s many activities throughout the state. Promote company products, service, sponsorships, and contributions. Serve as company spokesperson.

* Edit residential customer newsletter and schedule printing to meet billing cycles.
* Generated more than $50,000 worth of media coverage statewide concerning TelTech’s Texan Academic Super Bowl, with more than 150 articles in newspapers throughout the state.
* Initiated TelTech’s sponsorship of Yuletide Celebration, a holiday presentation by the Dallas Symphony Orchestra; sponsorship has allowed symphony to bring in special guest artists and has enhanced company’s image in the art and general communities.
* Developed and implemented hometown feature program where feature articles about employees in internal company publications are placed in hometown newspapers, increasing media coverage and enhancing public image.

**Public Relations Administrator (1996-1998)  
Southwest Telephone, Phoenix, AZ**Wrote and distributed media relations materials for five-state regional telephone company.

* Served as bill insert and bill message coordinator for the entire region, including working with five state staffs to meet customer billing cycles.
* Handled media relations for company-sponsored golf tournament, including arranging press conferences, hosting and organizing the media tent, and distributing daily press releases.
* Placed three technical articles in trade magazines, enhancing company’s image as a technical leader.

**Senior Writer, Public Relations (1994-1996)  
Arizona Department of Commerce, Phoenix, AZ**Administered communications functions in the areas of agriculture, economic development, energy, and tourism. Wrote and distributed news releases about department activities.

* Wrote various agricultural and tourism speeches for Lieutenant Governor Watkins.
* Created a variety of publications, including handling photography, graphic design, and printing.
* Recommended new tourism slogan, which appeared on promotional items from t-shirts to license plates and generated $2.5 million in revenue.

**Education**

**Master of Arts** in Public Relations, University of Texas  
**Bachelor of Arts** in Communications, Arizona State University

**Awards and Memberships**

**Secretary, Assistant Treasurer, Dallas Chapter, International Association of Business Communicators**

* Silver Quill Award of Excellence, Special Events Program
* Silver Quill Merit Award, Special Events Program
* Silver Quill Award of Excellence, External Newsletter

**Progress of Women in Communications Chair, Dallas Chapter, Women in Communications, Inc.**

* Regional Competition Award of Excellence, Public Relations Campaign Series

**Member, Texas Association of Event Professionals**

* Honorable Mention Award, Best Promotional Item

**Member, Public Relations Committee for Junior Achievement of Central Texas, Inc.**

\*This template is adapted from *101 Great Resumes* by Ron Fry, Third Edition