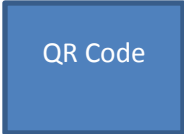


Ralph Clark



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Professional Profile

Seasoned writer, tech and media-savvy, with strong abilities in multi-media productions. Highly productive team member whose curiosity, introspection, analysis, and love of learning bring valuable insight and ideas. Dependably meet deadlines with proactive working style and organized time management.

Education & Professional Development

Bachelor of Journalism, Name of University, City, Province 20xx ■ with honours

International Association of Business Communicators, Measurement Conference 20xx ■ Social Media Metrics & Analysis

Adobe Illustrator, OCAD, 20xx

Communications ■ Public Relations ■ Multimedia ■

Core Skills

Use Content Management Systems
“Work” social media – Facebook, YouTube, LinkedIn
Build media and stakeholder relations
Target content for internal & external audiences
Possess good judgement & cross-cultural sensitivity
Proficient in PC & Mac applications

Talented photographer, adept with Adobe Photoshop & capable videographer, able to use audio production
Research and write – for print and web – with correct grammar & context, & appropriate messaging
“Ralph is multi-talented, has excellent judgement and tact, and is a good editor with a keen eye ... passionate and has a strong work ethic.” - colleagues

Professional Experience in Communications

Employer Name, City, Province, March 20xx – present

Description of employer.

Communications Officer

Report to Director of Communications and Public Affairs and manage a \$1M budget coordinating events and communications of 4 business units.

In General:

- Plan annual budget, liaising between heads of business units to determine objectives and develop detailed spreadsheet with general ledger codes and supporting documentation.
- Manage corporate website and community investment portfolio, write externally-distributed materials, advertisements, and craft messages in speeches, Annual Report and media remarks.
- Strategize, plan and organize events and annual report, which holds 7 different documents; manage up to 200 daily emails; and manage up to 14 projects at various stages at any one time.



Accomplishments:

- Met challenges in taking on director-level responsibilities for 5 months; presenting a rebranding business case to senior management (accepted); crafting messaging around a legal challenge.
- Incorporated additional accountabilities such as corporate social responsibility initiative, and writing press releases and backgrounders for senior management; and revamping website.
- Improved monthly website statistics, increasing visits by 4x and Twitter followers by 10x; improved quality of visitors, attracting re-tweets from political and media influencers.

Name of College, City, Province, September 20xx – February 20xx
Description of employer.

Communications Officer

Provided strategic communication recommendations, planned and wrote collateral copy, and provided photography and videography for website material.

In general:

- Gathered critical information required to create appropriate and effective communication strategies, as first person to hold this role.
- Revisited all external communications, to communicate strategic message to targeted audience.

Accomplishments:

- Liaised with IT resource and revamped website, adding photography and video interviews to generate interest and enhance reputation and credibility, keeping in mind need for sensitivity to cultural differences (80% of students were international ESL students).
- Developed strong relationships with teaching staff and students to facilitate video story lines.
- Met mandate to assist with expansion goal: enrolment increased by 25% year over year.

City of Name, Office of the Ombudsman, City, Province, February – September 20xx

Communications Assistant (contract)

Reported to Policy and Planning Advisor and Ombudsman to provide administrative support to new office.

Of note:

- Leveraged technical knowledge to work with IT and Policy Advisor in developing customized database that had ability to meet actual requirements; also assisted in testing phase.
- Took on project to design, develop, and launch official newsletter, and continued to sub-contract, writing articles 6 months after position ended.

International and Other Experience: Intern with Name, United Kingdom; Reporter and Production Assistant with Nation Television, Name; and Editor and Writer, Name of University, International Student Newsletter.

and a bit about me ... I made the Dean's List 3 times, and was awarded a scholarship and 2 awards. I am a member of the **Canadian Public Relations Society** and the **International Association of Business Communicators**.