

William Miller

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MARKETING COMMUNICATIONS PROFESSIONAL

*Accomplished Specialist with Proven Ability to Create and Manage
Strategic and Tactical Marketing Communications*

Established track record of marketing communications, media relations and editorial management success. Utilize creative, strategic and intuitive talents to deliver measurable results on time and on demand. Possess ability to transform corporate vision into a successful strategic communications strategy through creative vehicles that inform, intrigue and entertain.

CORE STRENGTHS

- *Strategic and Tactical Marketing Communications Formulation & Execution.*
- *Public Relations & Media Relations.*
- *Proven Leadership.*
- *Editorial Management and Production Expertise.*
- *Excellent Writing and Editing Talent.*
- *Clear, Intuitive Judgment Tested Under Pressure.*

PROFESSIONAL EXPERIENCE

Production Editor

ABC Inc., Any Town, NY

2007-Present

- Managed the production and scheduling of more than novel and books.
- Copy edited and proofread original manuscripts in conjunction with the editorial department.
- Assigned projects to freelancers for out-of-house editing and proofreading.

Production Editor

XYZ Corp., Any Town, NY

1999-2006

- Performed a variety of editorial duties such as creating layouts and charts, indexing and revising content of written materials for final publication.
- Managed all edits, via phone or in person with editors and authors.
- Produced a daily priority list for copy desk and Editorial Director to coordinate and expedite work flow according to deadlines.
- Monitored the status of articles including assigned lengths, deadlines, and art work.

Production Editor

BCD Inc., Any Town, NY

1997-1998

- Manage daily changes and updates on the website, including updates for the Latest Issue, special downloads, and the homepage flash.
- Write the blog every week, including special editorials.
- Schedule the email blasts.
- Liaison with advertisers regarding the content and timing of their dedicated email blasts.

- Edit and proofread all articles that appear in the magazine.
- Proof layouts and articles during deadline-heavy production time.
- Contact companies and PR agencies for product samples for articles.
- Organize big editorial projects, including collecting products, writing descriptions, and proofing.
- Handle link exchanges with other websites and companies.
- Fact checks other writer's articles.
- Answer customer emails and phone calls.
- Manage email blasts.
- Write and edit weekly e-newsletter.
- Handle magazine mailings, answering the phone, and ordering new supplies for the office.

EDUCATION

Bachelor of Arts, English

University of California, Berkeley, CA

PROFESSIONAL DEVELOPMENT

- *Executive Level Communications Management.*
- *Multi-Media Advertising and Promotions.*
- *Project Management.*
- *Strategic Communications Concepts, Principles, Methodology and Techniques.*
- *Editorial Processes, Systems, and Procedures.*

TECHNICAL SKILLS

- *Productive in PC and Mac environments.*
- *Proficiency in Microsoft Office, QuarkXPress, Adobe in Design, Photoshop and Acrobat.*