

# ANDREA NORTH

Anywhere, USA 12345 | 555-123-1234 | jobseeker@email.com

## COMMUNICATION SPECIALIST

*Influencing the hearts and minds of target audiences through ...*

Clear, precise storytelling and reporting, applying AP style

Exceptional speechwriting, integrating the presenter's natural speaking style

Passionate communication of a brand's story, as an in-person host/media spokesperson

### CORE SKILLS

Public Relations  
Communication Management  
Writing & Editing  
Presentations & Speechwriting  
Research & News Reporting  
Media Relations  
Press Releases  
Internal/External Communication  
Brand Communication  
Marketing Collateral  
Relationship Building  
Team Training & Management

- ❖ Charismatic and creative assistant communication director, PR strategist, and journalist with a track record of delivering messages that make a positive impact.
- ❖ Committed to formulating targeted communications plans and messages to support internal organizational programs and external PR efforts.
- ❖ Well-travelled reporter who has journeyed to nearly all continents to pursue journalistic opportunities, from China, India, and Nigeria to France, Sweden, Venezuela, and Australia.
- ❖ Passionate executive speechwriter, dedicated to designing creative discourse that engages audiences and gives presenters a competitive edge.
- ❖ Excel at recognizing and adjusting communications to ensure alignment between an organization's needs and the audience's interests.

“Andrea is such a breath of fresh air! Her creativity and natural writing talents shine in everything she does. City Charity has seen a massive increase in public donations over the past few years, and I have no doubt Andrea has been a big reason why.” – Simon Wallace, VP, City Charity

## SPOTLIGHTED SUCCESSES

### PR/COMMUNICATION IMPROVEMENT

Elevated the quantity and quality of content produced by City Charity's communication department through development of a presentation to the Board of Directors, encouraging the engagement of highly qualified PR specialists and journalists to design compelling messages, rather than relying on inexperienced volunteers.

### PERSUASIVE WRITING

Secured positive press coverage for City Charity on New York City's NPR station, brought attention to the charity's international efforts to combat childhood hunger, and boosted donations 150% in just 3 months by researching and developing a detailed case in a 3-part news series showcasing the charity's Children First program.

## PROFESSIONAL EXPERIENCE

CITY CHARITY, Anywhere, USA ❖ 2005 – Present

### ASSISTANT COMMUNICATION DIRECTOR FOR NEWS

Author, edit, and produce persuasive, high-quality content for City Charity Network (CCN) including news articles and special features. Oversee an editorial team of writers and photographers covering international programs. Coordinate news releases, as sole media spokespersons. Orchestrate media events, researching and developing scripts for speakers.

- ❖ Improved the quality of internal writing and editing by overhauling the CCN Styleguide.
- ❖ Transformed CCN into a world-class charitable news service by introducing op-eds and spearheading the development of a weekly email news bulletin along with delivering hands-on training and mentoring to communication department staff.

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## ASSISTANT COMMUNICATION DIRECTOR FOR NEWS (CONTINUED)

- ❖ Recruited and directed talented, self-motivated team of reporters, photographers, and volunteers for the charity's annual Giving Back Gala; formulated strategic team plans for this 7-day conference attended by 2,000 officials of other nationwide charitable organizations.
- ❖ Promoted financial transparency, strengthening member and public confidence in the organization, by initiating an annual budget news feature to apprise readers of key financial matters.
- ❖ Gained 500,000 readers by authoring amusing feature stories about the world travels of volunteers working within the charity's 3 main global programs: Children First, Operation Education, and Heal the Earth, earning the attention of and special features in the prestigious *Daily Post*.

## RECOGNITION FROM COLLEAGUES AND PROGRAM LEADERS

**NEWS SERVICE TRANSFORMATION:** "You have certainly made us proud, Andrea! What a fantastic accomplishment to gain attention for City Charity in the *Daily Post*. Your creative writing is really grabbing the interest of the public and giving us a lot of momentum to move forward with our programs around the world. Thank you!" – Allan Smith and Jan Gray, Program Directors

**GIVING BACK GALA PR TEAM LEADERSHIP:** "We just wanted to thank you for giving us the guidance—and freedom—needed to succeed during the gala. It's clear you know how to manage PR, and you've proven that you can bring diverse talent together to support an organization's communication goals." – Jill Thomas, Senior Vice President of Special Events

ANYTOWN PRESS, Anywhere, USA ♦ 2003 – 2005

### STAFF REPORTER

Produced news features for this growing suburb of Jamestown with a population of circa 300,000 (at that time). Attended and covered city government meetings. Authored and edited reports on municipal organizations and city personalities.

## EARLIER CAREER

COMMUNITY CHARITY: Editorial Assistant II (2000 – 2003)

COMMUNITY CHARITY: Communication Intern (1999 – 2001)

- ❖ Wrote and edited news and feature stories for Community Charity publications, assisting the editor with projects and copyediting all materials including television scripts, news stories, and marketing brochures.
- ❖ Created a streamlined, straightforward concept for a full-page ad that was selected by Community Charity leadership for placement in the *Daily Post* to apprise the American public of a major health crisis in Somalia.
- ❖ Authored and revised features for Community Charity's website, traveling to report on stories and representing the organization at trade shows. Developed creative fundraising letters and coordinated fundraising concert.

## EDUCATION

**Master of Arts in Journalism & Mass Communication:** USA State University

**Bachelor of Arts in Communication:** State University of USA

## AFFILIATIONS

Public Relations Society of America  
American Society of Journalists