

# Dawn Draper

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## MARKETING COMMUNICATIONS ▪ PUBLIC RELATIONS

Dynamic, engaging, and results-oriented Marketing Communications professional with 5+ years of experience overseeing strategic branding and messaging efforts for Fortune 500 enterprises. Extensive experience planning and executing high-profile events. Highly skilled in the production management of press kits, collateral, and media including, advertising, direct mail, product launches, promotions, videos, websites, and event correspondence. Proven ability to compile large amounts of data into actionable reports. Outstanding talent for leading cross-functional teams to meet business objectives. Devoted, self-directed, and creative with exceptional presentation and communication skills. Established strong ability to manage teams and conduct multiple time-sensitive tasks without compromising quality.

### CORE COMPETENCIES:

- Branding/ Messaging
  - Strategic Planning
  - Program Management
  - Public Relations
  - Copywriting
  - Media Coordination
  - Vendor Management
  - Budgetary Oversight
  - Market Research & Analysis
  - Event Planning
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### SELECTED ACHIEVEMENTS

- ❖ President's Club Winner 2006 Shooting Star—selected from over 100 nominees. Received honor after just one year of service and the shortest tenure of any winner in company history.
  - ❖ Editor of *SCDP Today*, the company magazine received by over 20,000 clients and prospective customers. Managed annual budget of \$300 – 400K. Converted publication to an on-line version.
  - ❖ Spearheaded company participation at the premier industry event, National Automobile Dealers Association (NADA) conferences, including preparation of workshop applications, production of speaker audition videos, and development of presentations, workshop materials, and advertising.
  - ❖ Managed and marketed the annual company associate recognition program. Converted the paper nomination process to an on-line version. Led the cross-departmental board selection committee.
  - ❖ Established the first environmental sustainability committee. Company received the city's 2009 Go-Green Award in the Recycling/Large Business category.
  - ❖ Selected by company president to serve on Corporate Appeals Board organized to hear appeals of associates terminated during economic downturn.
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### EDUCATION

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| <b>Master of Science—Management</b><br>University of Timbuktu   | <b>2003</b> |
| <b>Bachelor of Science—Art History</b><br>University of Ozmania<br>Minor: Business Administration<br>Awarded Full-Tuition Scholarship | <b>2002</b> |

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## PROFESSIONAL EXPERIENCE

**Marketing Communications Specialist**  
*Sterling Cooper Draper Pryce*—TVLand, NY

Nov. 2005 – May 2010

Southeast Studebaker distributorship headquarters. *Forbes Top Private Companies in the U.S. #30*  
*Fortune's 100 Best Companies to Work For #28.*

Clients included: Studebaker, Impala, Nova, and Ford Model-T.

- Served as the sole Marketing Communications liaison among the Marketing Production, Events, and Market Research groups. Reported to the VP of Marketing.
- Wrote the President's monthly report, chairman's report and trustee's report to all associates; required interfacing with all departments to compile and analyze monthly numbers to assess current position and future strategy.
- Created messaging for event correspondence, brochures, advertising, workshops, webinars, surveys, newsletters and company presentations.
- Coordinated associate award recognition program and year-round nomination process, including marketing and communications. Transitioned to an online nomination submission system and moderated cross-functional selection committee.
- Directed annual company videos and testimonial campaigns, including writing scripts, interviewing talent, managing production team, post-production editing.
- Managed company's five internal and external websites, including oversight of content, design, and technology updates.
- Oversaw company's corporate communication, including press kits, press releases, company stats, and milestones and managed the repository to share accurate information across teams.
- Initiated direct mail and email broadcasting concepts, fulfillment, and post-analysis of concept penetration.
- Researched and broadcasted weekly industry competitive intelligence updates for Senior Management.
- Organized tradeshow, corporate events, including monthly meetings, web broadcasts, company-sponsored charity events, and team-building events.

**Senior Research Assistant—Consumer Insights Group**  
*Kelley & Brown Strategy and Innovation, LLC*—St. Olaf, MN

Mar. 2004 – Jul. 2005

Clients included: RC Cola, Efferdent, Fandango, and Ojai Foods.

- Researched equity and opportunity areas for brands by execution of strategic planning studies to help with brand positioning in current market place, product launches, and new packaging ideas.
- Managed all phases of projects from onset of proposal writing to evaluation of current market landscape via focus groups, questionnaires, and concept testing. Analyzed data and presented marketplace summaries and recommendations.

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## ADDITIONAL EXPERIENCE

**OPM Capital, Inc.**—Miami, FL  
*Research Analyst Intern—Equity Research and Mergers & Acquisitions Group*

Oct. 2003 – Jan 2004

**A. Grant Consulting**—Miami, FL  
*Marketing Intern*

June 2002 – Aug. 2003