

# Paws T. Husky

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## SUMMARY

Results-driven Marketing and Community Relations professional with a proven track record in brand development, strategic partnerships, and fundraising. Demonstrated expertise in leveraging marketing communications and design skills to drive revenue growth and increase brand visibility. Adept at establishing long-term relationships with government, corporate, and media stakeholders to successfully increase sales, secure funding, and enhance brand presence. Strong leadership and project management skills in cross-functional teams.

## CORE COMPETENCIES

Marketing Communication	Contract Management
Business Development	Strategic Planning
Fundraising and Sponsorship Development	Community Outreach

## EDUCATION

<b>Northeastern University</b> , Boston, MA	May 20XX
<i>Master of Business Administration</i>	
<b>Dual Concentration:</b> Marketing, International Business	

<b>Hometown State University</b> , Hometown, MA	May 20XX
<i>Bachelor of Arts in Mass Communication</i>	

## PROFESSIONAL EXPERIENCE

<b>ABC Bookstore</b> , Tampa, FL	April 20XX – June 20XX
<i>Community Relations Manager</i>	

- Led a community relations program that drove 220% growth in annual outside sales, reaching \$1.8 million.
- Secured and managed \$35,000 state contract for library materials, resulting in +800K regional sales and opening new markets.
- Launched a state contract training initiative, equipping 56 Florida stores with necessary resources and boosting regional efficiency.
- Developed strategic relationships with local media to enhance brand exposure, raising awareness of fundraising programs and increasing event participation.

<b>Monster Marathon</b> , Tampa, FL	October 20XX – March 20XX
<i>Marketing Coordinator</i>	

- Led the development of a brand differentiation project that positioned Monster Marathon as a market leader, increasing engagement with key demographics.
- Enhanced corporate relationships by producing a Recap Book & DVD highlighting event ROI, improving sponsor retention and engagement.
- Drove 13% increase in community involvement by recruiting and managing volunteers, contributing to stronger local ties and event success.
- Cultivated strategic partnerships with eight community organizations, aligning them with the event’s branding efforts.

<b>Cape Joy Newspaper</b> , Cape Joy, MA	May 20XX – August 20XX
<i>Assistant Editor</i>	

- Managed and oversaw promotional events for the Cape Joy Junior series, increasing readership through targeted programs in local schools.
- Contributed to award-winning editorial content, earning Third Place in General Excellence by the Newspaper Association of America Foundation.
- Led the Best Kids Publication initiative, resulting in recognition from the Suburban Newspapers Association.
- Enhanced relationship marketing with key accounts, driving significant improvements in subscriber retention.

## TECHNICAL SKILLS

**Design and Media Applications:** Adobe Photoshop, Illustrator, PageMaker, InDesign, Movie Editing

**Additional Applications:** Microsoft Office Products (Word, Excel, PowerPoint, Access, Project)

## PROFESSIONAL MEMBERSHIPS AND AWARDS

**Memberships:** American Marketing Association, Student Marketing Mentors

**Awards:** Addy Citation of Excellence; Tri-State Regional Marketing Association (20XX); Top Advertising Designer (20XX)