

KYLEE M. RODRIGUEZ

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PUBLIC RELATIONS MANAGER

Accomplished PR professional with 10 years' expertise developing and executing all aspects of public outreach campaigns to increase media exposure and support strategic marketing initiatives. Proven creative talent with demonstrated strength in producing effective advertising, print, and promotional material. Adept in developing high-performance and dedicated teams to meet challenging corporate objectives. Deep understanding of media relations; accomplished track record of providing live television and radio interviews. Leverage persuasive communication and relationship management talents to achieve consensus across all levels and organizational boundaries.

Highlights of Expertise

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|--------------------------------|-------------------------------------|-------------------------|
| ~ Campaign Development | ~ Speech Writing / Media Interviews | ~ Project Oversight |
| ~ Media Relations & Press Kits | ~ Branding / Integrated Campaigns | ~ Crisis Management |
| ~ Promotion & Image Designs | ~ Needs Analysis & Identification | ~ Budget Administration |
| ~ Strategic Messaging | ~ Special Event Coordination | ~ Team Leadership |

PROFESSIONAL EXPERIENCE

OTALP MEDIA GROUP — Arlington, Virginia

Public Relations Manager (2005 to Present)

Tasked with managing department of 6 PR specialists, overseeing community, customer, and investor relations as well as providing on-air and in-person media interviews. Serve as primary media contact directing all publicity, consumer awareness, and image campaigns; develop media press kits and releases. Draft executive speeches, manage company public relations archives, and oversee execution of special events. Address complex, sensitive issues in collaboration with Marketing Director and senior management. Evaluate advertising and promotions to ensure campaign messaging aligns with strategic goals.

Selected Achievements:

- ♦ **Virtually eliminated consumer complaints** by successfully partnering with marketing and executive-level teams to develop tightly focused campaign that mitigated concerns regarding fee increases.
- ♦ **Streamlined department to achieve 23% boost in productivity** while reducing resources by two staff members.
- ♦ **Commended for expertly managing highly sensitive matters** requiring compliance with strict federal regulations.

ERTRAS CONSULTING LLC — Norfolk, Virginia

Public Relations Specialist (2000 to 2005)

Interfaced with client leadership to identify vision, set priorities, and balance competing PR needs; ensured campaigns remained focused and effective. Researched and developed materials to enhance public image / awareness and performed critical crisis management for key clients. Directed junior staff

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on key projects. Managed resources to reduce operational costs and ensure full compliance with project budgets.

Selected Achievements:

- ♦ **Significantly reshaped and improved consumer image** of two clients in wake of damaging media coverage.
- ♦ **Improved public awareness to increase traffic and sales on high profile client accounts** by developing and implementing strong campaigns.

ESSEH INC. — Myrtle Beach, South Carolina

Public Relations Coordinator (1997 to 1999)

Interacted with media, community members, and customers to maximize exposure and promote company mission. Established and maintained network of media relationships; wrote and distributed press releases and strategic marketing collateral as well as co-authored magazine articles. Participated in event planning; directed trade show and seminar presence, coordinating and managing speaker schedules. Created detailed management reports.

Selected Achievements:

- ♦ **Integral in recovering company image** following publicized industrial accident; conceived and coordinated efforts to minimize loss of consumer confidence and maintain positive corporate image.
- ♦ **Reduced campaign development time 15%** by streamlining creative and administrative processes.
- ♦ **Enhanced relationships with media** to realize increased cooperation and better press coverage.

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Additional experience as PR Intern with Regged IEH Corp. (1996), Charleston, South Carolina.

EDUCATION AND MEMBERSHIPS

JOHNS HOPKINS UNIVERSITY — Baltimore, Maryland

Master of Arts, Communication / Public Relations (1996)

VIRGINIA COMMONWEALTH UNIVERSITY — Richmond Virginia

Bachelor of Arts, Journalism (1994)

Professional Memberships

- Public Relations Society of America (PRSA)
- International Public Relations Association (IPRA)

TECHNICAL PROFICIENCY

Operating Systems: Windows Vista/XP/Me/2000; Mac OS 9/10

Software Expertise: Adobe Photoshop, PageMaker, and Illustrator; QuarkXPress; MS FrontPage, Project and Office Suite (Word, Excel, Access, PowerPoint, Outlook)