

Public Relations Director

Jaclyn C. Phelan
54 Fenimore Way
Oakland, California 09876
(123) 456-7890

Public Relations Director with top-level corporate experience; heavy staff advisory, policy-building, and administrative responsibility; excellent writing and speaking; and strong editorial background, available to direct public relations department of large West Coast corporation.

Experience

1991-present

DIRECTOR OF PUBLIC INFORMATION, **Cruise-Craft, Inc.**,
Oakland,CA

This major builder of watercraft from rowboats to yachts employs 8,000 persons and has sales of \$1.5 billion annually. Corporate offices are moving to New York City in April, but I prefer to remain on West Coast.

ADMINISTRATIVE RESPONSIBILITIES:

- ☒ Direct all activities of Public Information Department comprising fifty editors, staff writers, and research specialists.
- ☒ Serve as Editor-in-Chief of promotion magazine *Cruise-Craft World* and house organ *Cruise-Craft House Boat*, directing the work of special editorial staff and production workers.
- ☒ Supervise Ventura Desktop publishing and PublicFax.

COMPANY REPRESENTATION:

- ☒ Represent company before national and state government bodies, including state legislatures, to present company point of view on pending regulations.
- ☒ Represent company at conventions and other meetings of business people and professional groups.
- ☒ Represent company before civic groups in San Francisco Bay area and in lake and maritime regions.

STAFF ADVISORY DUTIES:

- ☒ Keep president of Cruise-Craft apprised of public relations implications of all current and proposed projects.
- ☒ Confer with Executive Committee when reviewing current programs, developing new courses of action, and setting policy.
- ☒ Assist major executives with development of public

statements and articles.

- ☒ Confer with department heads on ways to implement public relations policy.