

Shakira Brown

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Public Relations and Marketing Communications Executive

PROFILE

- More than 15 years of mass communications experience focused in public relations, production and journalism (print, radio and television).
- Senior-level experience leading an array of public relations, marketing, web and advertising initiatives for private and public companies within multiple industries including professional services, hospitality, financial services, television, wellness, technology, creative, medical, nonprofit and insurance-related entities.
- A strategic and creative thinker about branding and publicity.
- An organized and effective project manager that utilizes a proactive approach with regard to media relations and marketing.
- An excellent business and brand communications writer.
- Independently thinks like a business manager with a communications/marketing perspective.
- Clients have included: Microsoft, top accounting firms, BET.com, MSNBC.com, Scripps Networks, Wyndham International, insurance brokerage firms, professional organizations, nonprofits and private medical practices.

SELECTED ACCOMPLISHMENTS

Media Relations

- Launched and created public relations and internal communications initiatives for new and existing organizations with immediate results.
- Identified news events that yielded significant opportunity for proactive pitching.
- Managed day-to-day media requests providing on-the-spot access to internal experts.
- Established relationships with internal stakeholders in order to customize media outreach and story ideas.
- Managed activities and expectations of external public relations agencies.
- Secured relevant speaking engagements for internal experts and leveraging them to interest the media.
- Developed angles to insert internal stakeholders into breaking news stories in order to provide another side of a developing story.
- Directed staff by providing strategic and tactical advice.
- Researched, drafted and search engine optimized company press releases for major external announcements.
- Led and supervised niche public relations support across multiple national offices.
- Researched, wrote and pitched bylined articles on behalf of internal experts.
- Reported media relations initiatives to c-suite executives on weekly and monthly reports.
- Conducted media training to c-suite and mid-level executives.

Corporate Communications, Web Development & Marketing

- Developed external and internal communications strategies, policies and procedures for all media-related issues, including crisis communications planning.
- Created and launched internal newsletter and electronic communications platforms.
- Prioritized communications strategies against organizational goals and budgets.
- Wrote and directed design of new collateral marketing materials consistent with brand standards including brochure materials, trade show exhibits and client newsletters.
- Developed and launched new company brand and managed the use of branded materials
- Created advertising concepts, copy and directed the design of ad campaign for b-to-b publications.
- Created and Implemented internal re-branding campaign strategy to introduce internal audiences to revitalized company brand.
- Identified and crafted company messages and taglines for professional staff and leadership.
- Researched and drafted biographies for company leaders highlighting their expertise in order to optimize the copy for website content and position top executives as experts.
- Led the development of website re-design, wrote content, performed search engine optimization, and created web pages using html and graphics for new corporate website.
- Wrote internal announcements and speeches about company initiatives, personnel changes and external goals.

WORK HISTORY

<i>Mitchell & Titus LLP</i>	Corp. Communications Dir.	Jan. 2007 – Present
<i>Rothstein Kass CPAs</i>	Public Relations Manager	Dec. 2002 – Dec. 2006
<i>Trylon Communications</i>	Account Executive	April 2000 – November 2002
<i>MSNBC News</i>	Producer	August 1996 – November 1999
<i>NBC Page Program</i>	Network Page	May 1996 – August 1996
<i>CBS DAY & DATE</i>	Production Assistant	August 1995 – May 1996

BRANDING COMMUNICATIONS AWARDS AND RECOGNITIONS

2008 Hermes Creative Award – Gold Winner (Blog category)

2007 Hermes Creative Award – Platinum Winner (Media Relations category)

League of American Communications Professionals (LACP)

Class Competition Platinum – Overall Winner (Top 100 – Program ranked #3)

2006 Platinum Spotlight Award – Best In House Material

Association of Marketing and Communications Professionals

2006 MarCom Creative Awards – Gold Winner, Promotion/Corporate Identity program

2006 Association of Accounting Marketing Awards (AAM)

Branding Campaign: Best Internal Program and Best Website Design

PROFESSIONAL MEMBERSHIPS

Public Relations Society of America –Past Chair, Financial Communications Section

National Academy for the Arts & Sciences (EMMYs) – Public Relations Group

EDUCATION

Boston University – Graduated with a Bachelor of Science in Journalism