

ELIZABETH GHAFFARI

207 Dobbs Ferry
Phoenix, AZ 44444

Home: (609) 555-6666

EXPERIENCE

ORANGE COMPUTER SYSTEMS

1994 - Present

Director Corporate Communications

Plan and supervise all corporate communications staff and activities for diversified financial information services company on a global basis.

- Develop, direct and implement global media, public relations, and internal-communications programs in support of corporate and sales objectives, working closely with executive management team.
- Direct all media-relations activities related to new product introductions and product enhancements; initiate media contacts; respond to press inquiries; coordinate and conduct interviews; and develop all press materials.
- Develop and direct advertising and promotional literature activities, overseeing all corporate publications, including corporate and product brochures, sales materials, and customer and employee newsletters.

ELECTRONIC DATA SYSTEMS

1992 - 1994

Manager, Advertising and Promotion

Developed and implemented marketing and promotion strategies for Reuters and its North American subsidiaries.

- Worked with market and product managers to identify opportunities for product and sales promotions and new product development for multiple market segments. Conducted market research, developed marketing strategies and implemented tactical plans (e.g., direct response marketing and sales incentive programs).
- Responsible for planning biannual securities analyst meetings and communication product information to investors and industry analysts.
- Orchestrated six product introductions during three-month period, including public-relations activities, promotional literature and training materials.
- Responsible for forecasting and maintaining \$4.0 million budget.
- Managed corporate and product advertising programs, hiring and working with various agencies.

CREDIT LYONNAIS

1990 - 1992

Corporate Investment Officer and Product Manager

Planned and directed the sales and promotion efforts for the bank's corporate and correspondent sales staff for a variety of products including foreign exchange and precious metals.

- Developed active and profitable business relationships with correspondent banks for sale of precious metals and foreign exchange products.
- Established and developed new account relationships. Brought in eleven new corporate accounts which produced significant business in precious metals and foreign exchange trading areas.
- Managed market study to identify size, segments and opportunities of various markets. Prepared analysis and recommendations for new product development and trading vehicles.

WASSERELLA & BECKTON

1985 - 1990

Director of Marketing

Managed all activities of the Marketing Department, including product development, sales promotion, advertising and public relations activities for diversified financial services company.

- Conceptualized and developed national marketing strategy for foreign exchange services offered to travel industry professionals via automated airline reservation systems.
- Developed and implemented business plans for a variety of products, including responsibility for product positioning, pricing, contracts, advertising and promotional materials.
- Promoted from Foreign Exchange Trader to Marketing Representative to Director of Marketing in three years.

EDUCATION

B.A., Psychology, University of Phoenix

1985

207 Dobbs Ferry
Phoenix, AZ 44444

Residence: (609) 555-6666
Work: (493) 345-7777

CORPORATE COMMUNICATIONS EXECUTIVE

with 14 years' experience in

- High-Tech
- Information Services
- Financial Services

Experience includes:

- Global Media and Investor Relations
- Customer Videos and Newsletters
- Advertising/Promotional Literature
- Employee Newsletters
- Employee Roundtables/Awards Programs
- Speech-Writing/Papers/Public Speaking
- A corporate strategist and key member of the management team with extensive knowledge of financial markets.
- A crisis manager: bringing common sense, organizational skills, and a logical decision-making process to solving sensitive, time-critical problems.
- A spokesperson for the corporation: developing and communicating key corporate messages accurately and convincingly, under deadline pressure, to multiple audiences including employees, the media, customers and investors.

Proven team leader and troubleshooter with highly developed analytical, organizational and strategic planning skills.

ORANGE COMPUTER SYSTEMS

1994 - Present

Director, Corporate Communications

- Gained extensive positive media coverage in conjunction with launch of company's first product for new market segment.
 - Planned and conducted media events in 8 countries.
 - Resulted in positive stories in 30 major publications and trade press: *The Wall Street Journal, The New York Times, Barron's, The Financial Times, Forbes* and various foreign publications.
 - A first for the company, positive TV coverage in the United States: CNN, CNBC, and Europe: Sky Financial Television, Business Daily, The City Programme.
- Successfully avoided communications crisis, gained positive press coverage and customer support when company sold a major division. Within a 60-day period:
 - Planned and managed all aspects of a 13-city, interactive teleconference.
 - Developed all written materials including various employee and customer communications, background materials and press releases.
 - Wrote speeches for six executives including both company presidents (present and acquiring companies).
 - Wrote and produced an extensive question-and-answer document covering union, compensation and benefits issues and business rational.
 - Selected and trained staff representatives for each of 13 cities.

ORANGE COMPUTER SYSTEMS, contd.

Director, Corporate Communications, contd.

- Developed and implemented company's first employee awards program for service excellence.
 - Honored employees who participated in planning sessions.
 - Led to changes in key areas including improvements in software manufacturing efficiencies, shortening of the product development cycle, and improved employee morale.
- Introduced desktop publishing program for in-house production of all promotional materials and various customer and employee newsletters.
 - Reduced outside services expense by 75%.
 - Created new corporate standards manual and reorganized promotional literature system to replace inconsistent product literature.
- Conducted group and individual employee meetings to gain and disseminate critical information in identifying and resolving employee-relations problems.
- Prepared quarterly management reports and written/oral presentations to top management and employees to describe corporate accomplishments compared to goals.
- Managed all customer/media/employee communications for sale of three business units.

ELECTRONIC DATA SYSTEMS

1992 - 1994

Manager, Advertising and Promotion

- Prepared written and oral presentations to boards of directors and senior managers on various services, concepts and results.
- Planned product launch and company participation in global foreign exchange conference. Successful product launch resulted in generating 450 letters of intent from 1500 participants. Assured successful product introduction:
 - Developed 5-week direct-mail campaign to stimulate interest and create an aura of excitement around product prior to conference. Campaign continued at conference with daily newsletter and door stuffer.
 - Maximized impact of product demonstrations through use of compelling visual presentation and environment.
 - Trained teams of product demonstrators to assure that information regarding benefits and features would be delivered in consistent way.
- Strengthened company relationships with industry analysts and investors by arranging product demonstrations in conjunction with bi-annual industry analyst meetings. Demonstrations stimulated interest and gained support for strategic direction from investor community by communicating important strategic and product information.
 - Selected products to be demonstrated, developed promotional materials, organized display area, selected and trained product demonstrators to assure delivery of consistent corporate message.

CREDIT LYONNAIS

1990 - 1992

Product Manager

- Established and developed new account relationships.
 - Brought in **11 new corporate accounts during 10-month period** producing significant business in precious metals and foreign exchange trading areas.

WASSERELLA & BECKTON

1985 - 1990

Director of Marketing

- **Developed breakthrough idea to sell** foreign exchange services (currency and travelers' checks) through travel agents the same way hotel space and airline tickets are sold
 - **via automated airline reservation systems.**
 - Sold concept to senior management and **negotiated contracts with three major airlines.**
 - Developed sales and operational procedures. **Hired and trained 10-person sales and operations staff.**
 - **Promoted concept to travel agents** across the country through industry trade shows and sales program.

EDUCATION

B.A., Psychology, University of Phoenix, 1985