**[Public Relations Brand Strategy](https://www.postjobfree.com/resume/ad08g2/public-relations-brand-schenectady-ny)**

**Location:**Schenectady, NY

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**Resume:**

Juliana Lam

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Albany, NY 12201

PROFESSIONAL EXPERIENCE

Director and Principle, Brand, Marketing and Communications, Perceived, New York, NY February 2013 – present Created, managed and marketed brands, and communications projects for national and global clients: Ansell, Doctor’s Complete, Sabre Companies, Lee Spring, Performance Fibers, miVIP Robotic Surgical Centers, Integra, Chanel, Thierry Mugler and more: technology, manufacturing, medical, industrial, ingredients and flavors. B2B, B2C, Luxury and CPG.

• Build brands starting from positioning, personality, content and all visual elements to elevate the image or to sell. Prepared bands to sell for up to 400 million.

• Have increase client base for up to 40% by creating marketing plans and collateral for clients, including brochures, exhibit booths, technical product literature, billboards, commercials, and packaging with regulatory requirements.

• Help client growth and company ROI by utilizing marketing channels, such as digital, advertising, billboards, commercials and trade publications.

• Kick off brand discovery to increase brand value by conducting customer surveys, internal questionnaires, and feedback analysis.

• Drive the organization’s internal communications projects: strategy and execution.

• Set and execute digital strategies for ultimate customer reach, including websites, SEO and overall online presence.

• Increase visibility and number of followers by creating and managing social media platforms as needed: Facebook, Instagram, LinkedIn, TikTok, Twitter and others. Doubled the number of followers for some of Perceived clients.

• Achieved the goal to increase employee engagement by 50% by designing employee brands in sync with corporate brand and strategy.

• Create communications programs in alignment with corporate strategy and direction.

• Generate earned media via public relations efforts. Director, Global Brand Development, Marketing and Communications, SI Group February 2008 – January 2013 Accomplishments

• Developed and built the corporate brand globally with annual sales of up to $ 2 billion without losing clients while gaining 25% of new ones.

• Improved vendor and client relations via various marketing channels: digital, trade publications, print, billboards, posters, videos, trade shows, as well as email campaigns and other promotional tools. Measured success via surveys.

• Implemented the brand image and messaging, including global brand standards, tagline, logos and trademarks.

• Helped the company become increasingly profitable in a post-recession economy through enhanced brand value.

• Led the company’s digital strategy and spearheaded design and content creation for the company website.

• Pioneered social media presence for various platforms and created the customer reach email program.

• Built relationships with CPG brands in household products, automotive products, home goods and more.

• Generated positive earned media by managing response to various crisis, including Hurricane Irene 2011, Hurricane Ike 2008 and all corporate matters.

• Wrote company’s media and communications policies, and communications for internal departments.

• Greatly increased recruitment efforts by designing employee brand: recruitment, on-boarding, training and development.

• Wrote and executed all media announcements on mergers and acquisitions, product launches and new leadership.

• Created and managed the internal SharePoint site housing all of the client facing tools utilized by employees.

• Led the newsletter team to produce the corporate global newsletter and wrote CEO and other articles.

• Increased visibility by 55% by strategizing and executing several global tradeshows for key market segments.

• Selected all vendors for communications, marketing, lobbying and public affairs activities. Responsibilities

• Acted as a brand and communications advisor to senior leadership to align global brand with corporate strategy.

• Increased brand image by choosing partners for public relations, branding, lobbying and monitored their execution.

• Controlled the brand and communications budget and managed all brand and marketing initiatives.

• Oversaw photography sessions and production of all marketing materials and digital presence.

• Created videos and delivered public speeches to promote the brand effort with relevant audiences.

• Developed integration plans for the company’s merger and acquisition activities and created all communications pertaining to organizational change, while generating publicity.

• Lead global projects with directors of strategic markets for seven global market segments to determine brand strategies, represented the voice of the customer and created marketing communications for product launches.

• Collaborated with sales teams on tradeshow participation and worked on materials and post show analysis to remain competitive.

• Created all executive communications and wrote executive speeches.

• Developed news pitches and story angles for local and industry/trade media.

• Served as the global corporate spokesperson and handled local and regional media and industry media inquiries. Marketing and Communication Director, HSBC Bank USA, Albany NY, May 2005 – June 2007

• Managed the marketing, sponsorship, contribution, and advertising budget for the region.

• Grew commercial business in the region to support corporate brand development and regional sales goals.

• Closely interfaced with the brand agency to help create the “Your Point of View” brand campaign.

• Collaborated efforts with corporate marketing and the advertising agency to create the middle market website.

• Created 12 new partnerships with referral sources and local organizations.

• Negotiated reduction in sponsorship contracts by 30%.

• Developed and executed the annual marketing activities and personnel plans for the commercial group.

• Represented the interests of the Capital Region commercial group with regional and global partners.

• Shaped and implemented communication strategies that promote the organization in the local media.

• Recruited, hired, and supervised interns for the Capital Region commercial group internship program. Global Marketing Coordinator/Product Management, Pitney Bowes, Troy NY, July 2000 – January 2002

• Expedited new product releases by representing Asia Pacific regional needs on the release schedule by 20%

• Enhanced the process of creating print collateral and launch documents for new products.

• Met the needs of regional offices by coordinating corporate training resources and product launch information.

• Increased positive publicity by managing relevant public relations issues pertinent to the Asia Pacific region.

• Improved the communications process between NY offices and international offices (Australia, Japan, China).

• Upgraded the product portfolio through cost/profit analysis and product strategy development for the Asia Pacific region.

EDUCATION

Pratt Institute, New York, NY

Master of Professional Studies, May 2003

GPA – 3.8 National Dean’s List Recognition

Executive MBA-modeled program intended for professionals who strive to combine their creative capabilities with business aptitude. The curriculum covers six study areas: planning and strategy; marketing; people and organizational dynamics, operating environments; project management and logistics; money and measurement. Siena College, Loudonville, NY

International Business and Foreign Languages, 2000 B.A. in Political Science, 2000

SKILLS / STRENGTHS / QUALIFICATIONS

• Creativity with capacity for problem-solving and getting consensus

• Multi-tasking abilities and abilities to plan, prioritize and execute under aggressive timelines

• Global perspective, cultural sensitivity, and fluency in the Russian language

• Global project management and strong team leadership skills

• Projects leadership from conception to completion BUSINESS AFFILIATION / COMMUNITY INVOLVEMENT

• Treasurer, Board of Directors – Global Business Network – international export and trade focus

• American Marketing Association

• Public Relations Society of America