

# CHARLES T. FLYER

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## SUMMARY OF QUALIFICATIONS:

- 7+ years experience in marketing campaign development
- Developed promotional materials and press releases for new product launches
- Experienced in building incremental gift card programs from ground up
- Special event coordination (25 – 750 guests) including specialty conferences and fundraising events for key stakeholders
- Professional report production and presentation to internal and external constituents
- Fluent in Spanish; semi-fluent in Polish
- Portfolio available at: [www.charlestflyer.com](http://www.charlestflyer.com)

## TECHNOLOGY/SOCIAL MEDIA SKILLS:

- **Social Media Formats:** Ability to recognize, target and retain new audience segments through use of web copy, blogs, social media posts, vlogs, interactive graphics, videos, podcasts and webcasts
- **Social Media Outlets:** Facebook, Pinterest, LinkedIn, YouTube, Snapchat, Instagram, and Twitter
- **Analytics:** Google Analytics, Optimizely, Kickfire, and Webtrends
- **Computer Skills:** Proficient in Microsoft Word, Excel, PowerPoint, Publisher, Access, and Google Docs/Forms/Slides

## EDUCATION:

**Master of Business Administration**  
Lewis University, Romeoville, IL  
Concentration: Marketing

Expected: May 20XX  
GPA: 3.9/4.0

**Bachelor of Arts**  
Lewis University, Romeoville, IL  
Majors: Public Relations and Marketing  
Minor: Business Administration

May 20XX  
GPA: 3.2/4.0

## PROFESSIONAL EXPERIENCE:

**Associate Director of Public Relations**

August 20XX – Present

Schuman Marketing Campaign Consultants, Chicago, IL

- Drive execution of PR strategies and identify key success metrics
- Coordinate the development of support materials for product launches including press releases, company and product brochures, visual presentations, and briefing books
- Assist Director of Public Relations in leading and developing the PR team including hiring, training, managing, and disciplining
- Create and write press kits and develop outreach plans
- Oversee the planning, writing, and production of corporate magazines and newsletters for internal and external audiences
- Design and implement use of social media campaigns targeted to key age groups
- Develop pitching presentations and manage outbound calling to generate PR exposure
- Collaborate with advertising agencies to prepare newspaper advertisements, direct mail materials, billboards, radio and TV commercials

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**Marketing Representative**

October 20XX – August 20XX

Claretian Network, Inc., Elgin, IL

- Managed trade spending and promotional products budgets in excess of \$900K
- Developed programs that built incremental gift card sales through corporate, individual and group purchasing
- Prepared monthly recap reports of account activity
- Conducted 25+ weekly sales calls on designated accounts
- Solicited and encouraged retailer participation/support to promote business and add value to overall marketing plans
- Composed weekly press release materials for print and radio

**Special Events Assistant**

January 20XX – October 20XX

Westerbrook Banquets and Business Conference Center, Chicago, IL

- Coordinated special events for parties of 250 – 750 guests
- Explained wedding reception packages to prospective customers
- Collaborated with external vendors to arrange for specialized media equipment and event piping and draping
- Composed and printed 5 – 10 event contracts per week
- Served as booking liaison between conference center and local hotels
- Conducted tours of banquet facilities and conference rooms and created virtual tours for online promotion

**Social Media/Marketing Intern**

Summer 20XX

ShopMobile.com, Estes Park, CO

- Collaborated with a team of 4 other interns and two marketing managers to develop effective social media marketing campaigns for new online product launch
- Coordinated regular client and prospect mailing lists and news announcements
- Maintained and wrote the weekly company blog

**ACTIVITIES AND VOLUNTEER EXPERIENCE:**

- Volunteer Tutor, Romeoville Kids Count Project, May 20XX – Present
- Volunteer Fundraiser, Mayo Children's Hospital, October 20XX – Present
- Member, Romeoville Community Parent Association, April 20XX – Present
- Member, New Mentors Networking Club of Chicago, December 20XX – Present
- Staff Writer, *The Warrior*, Erie Magnet School Alumni Magazine, July 20XX – Present

**LEADERSHIP AND PROFESSIONAL ASSOCIATIONS/MEMBERSHIPS:**

- Member, American Marketing Association, August 20XX – Present
- Member, Public Relations Society of America, March 20XX – Present
- Member, American Marketing Association – Lewis University Chapter, 20XX – 20XX  
*Vice President, 20XX – 20XX*  
*Public Relations Chair, 20XX – 20XX*