

JULIE WILDER

AN EXPERIENCED, ACCOMPLISHED CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS PROFESSIONAL

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OBJECTIVE

A **Director of Corporate Communications** position within an industry-leading company. Position would fully utilize a wealth of experience, and offer significant challenge and responsibility.

SUMMARY OF QUALIFICATIONS

- Has many years of top experience, holding positions of increasing scope and responsibility.
- Strong background in many areas including corporate communications, public relations, strategic planning, media relations, crisis communications, team building and leading, and client relations.
- Hard-working and driven, while highly-experienced in all aspects of corporate communications work, and is thoroughly familiar with corporate communications practices, standards, and protocols.
- Well-versed in the development and execution of communications programs which consistently meet the highest in organizational and project expectations.

PROFESSIONAL EXPERIENCE

EDELMAN PUBLIC RELATIONS, Los Angeles, California

Vice President (2016-Present)

Directly responsible for key project management, team building and leading, client media strategy development and implementation, monitoring project and program performance, and other executive-level functions. Leads team of 10-plus, driving strategic storytelling and earned media initiatives for Microsoft Store.

Selected Accomplishments, Projects, and Initiatives:

- Established and evolved client media strategy from focus on transactional moments to richer storytelling which reaches target audiences, and aligns with all business objectives.
- Personally developed a new approach to engaging media via creative, sharable assets.
- Collaborates with cross-discipline client teams, including marketing and digital, from corporate to local, to identify and pursue stories which showcase client's brand.

Senior Account Supervisor (2014-2016)

Responsible for managing account activities, managing media engagement, supervising agency communications team, client relations, and other related assignments. Drove U.S. and global planning, narrative, and messaging development for Microsoft Store, and oversaw teams in the U.S., U.K., Canada, Germany, France, and Australia.

- Managed media engagement for community initiatives, new store openings, and product launches.
- Oversaw agency communications team for flagship Microsoft Store's launch in Sydney, Australia, which included strategy and integration of global and in-market teams across PR, public affairs, stakeholder engagement, and social media.

Account Supervisor (2011-2014)

Responsible for campaign management, digital marketing strategy development, website development, social media campaign management, client relations, and other account management-related functions.

- Selected as a Daniel J. Edelman Global Fellow in the UAE, and lead traditional and digital media campaigns for Dyson, Falcon & Associates, Abu Dhabi's Grand Prix Circuit, and Yas Marina.
- As Digital Marketing Manager for Falcon & Associates, reworked Facebook Strategy, which increased Dubai Expo 2020 page's likes from 3,000 to 20,000 per week with no increase in spend.
- Redeveloped Vison Magazine's Mandarin website, and launched of China social media presence.

Senior Account Executive (2010-2011)

Responsible for business development, overseeing pitch team, product placement, managing firm's awards program, client relations, and other related assignments. Drove media relations for Kinect for Xbox 360 launch, overseeing a 12-person pitch team, which successfully broadened brand appeal to families and women.

- Spearheaded placement for Kinect and Xbox 360 to key outlets, including the Today Show, Good Morning America, Late Night with Jimmy Fallon, Lucky, Parents, and CBS Evening News.
- Managed Xbox awards program, which earned countless, high-profile awards.

Account Executive (2007-2010)

Responsible for deal negotiation, managing broadcast pitching team, client relations, and other account executive-related functions. Negotiated and secured the first videogame premier for late night television, and managed broadcast pitching team for Xbox at the Electronic Entertainment Expo (E3), which increased broadcast coverage by 30% year-over-year with such media as CNBC, Fox Business, and various local affiliates. Originally hired as an Assistant Account Executive.

EDUCATION

- Bachelor of Arts in Journalism and Mass Communication, Political Science, University of North Carolina

HONORS AND AWARDS

- Silver Sabre Award
- Silver Anvil Award of Excellence
- PRSA Totem Award
- PR Week Award Finalist
- Cannes PR Lions Shortlist for Kinect for Xbox 360 Launch,
- Silver Sabre Award for Consumer Electronics: Xbox 360 at E3.

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