

Amelia F. Northland

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CORPORATE COMMUNICATIONS EXECUTIVE

Forward thinking **SENIOR COMMUNICATIONS EXECUTIVE** with an effective combination of organizational management, communications management, financial, and sales skills. Analytical experience providing strategic and tactical insight positioning communications to reflect positively upon an organization, its leadership, programs, and services through merger and acquisition, outsourcing, downsizing.

- **EFFECTIVE LEADER** and change agent driven by sense of urgency to produce results. Logical and incisive, while actively seeking opportunities to test and develop abilities to accomplish goals.
- **TALENTED WRITER** with strong experience developing persuasive written communications to disseminate information on strategy, policy, marketing development, education, and public information.
- **COMFORTABLE WITH** full or collaborative responsibility for defining corporate vision and strategic direction of organization's public image and/or product/service lines.
- **EXPERIENCE DIRECTING** cross-functional teams, new-product focus groups, product development, training, business acquisition, and strategic relationships.
- **MEDIA INCLUDES** award-winning newsletters, a cutting-edge e-newsletter implementation, technical manuals, instruction booklets, magazine articles, speech writing, and presentation development.

CAREER HIGHLIGHTS

Budgeting and Finance

- Managed \$10 million annual national advertising and consumer promotion budgets for Pentax Corporation, a photographic industry leader.
- Prepared financial communications for board presentations and executive sessions as member of five-person executive team at Roland and Company. Performed due diligence and complete evaluation processes for M&A activities, and evaluated expenditures across company lines.

Strategic Planning

- Directed growth of a new business that created independence from Roland's traditional data sources, yielding 3 million new records and \$30 million revenue.
- Worked directly on Roland's Leadership Team to develop three-year strategic and operational goals. Met targeted revenue growth and 6% EBIT growth.
- Integrated two strategic acquisitions into existing business structure and completed three-year operational and strategic plan to ensure profitability.
- Avoided attrition of key customers to aggressive competitor by negotiating rights for crucial PC-based database solution for U.S. clients.
- Managed reengineering of critical production process of 3.5 million documents received annually, reducing cycle time 79%.

Communications and Promotions

- Developed innovative cross promotions with both United Airlines and Eastman Kodak that increased Pentax sales by 55% during promotional period.
- Pioneered development of 'The Summit', an annual Roland event teaming key clients with corporate executives to cement long-term relationships and facilitate organizational reputation for excellence. Summit thrives after seven years.

Continued on Page Two

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- Communications and Promotions*
- Spearheaded corporate United Way drive using innovative promotions and unprecedented involvement of senior executives. Increased employee involvement by 350% and increased per-gift contribution by 88%.
 - Defined and led ratification of new corporate Mission, Vision, and Values statement.
 - Teamed with senior executives, advertising department, and outside public relations firm to brand corporate name and all communications media.
 - Developed media policy to improve response time and quality of information provided to reporters and writers about products, services, and practices.
 - Implemented corporate culture change by introducing electronic newsletter.
 - Created proactive employee communications campaign to inform and link management expectations with employee incentives and performance goals.
- Awards*
- Authored ‘NooDLe’ newsletter, winner of numerous creative and public relations awards and much acclaim from Roland employees.
- Government Relations*
- Collaborated with government relation’s staff to formulate uninterrupted access to critical state-sourced data. Successful legislation ensured access in 35 states to-date.
 - Directed government-relations program by establishing company Consumer Privacy Principles brochure to consistently explain data and security procedures to employees, reducing risks from negative publicity and consumer complaints.
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CAREER PATH

AID ASSOCIATION FOR LUTHERANS, DES MOINES, IA 1999–PRESENT

DISTRICT REPRESENTATIVE

Develop direction for continued growth and profitability of branch office for largest fraternal benefit society in U.S. Provide insurance coverage, financial products and services, and fraternal benefits through aggressive marketing to new and existing customers. Supervise four insurance and administrative personnel. Earned Iowa Series 6, 7, and 9 licenses and Series 7 & 63 NASD Designations.

- Exceeded sales and market share goals by 18% in 2001 and 12% in 2000, leading all first-year representatives within agency for two months.

ROLAND AND COMPANY, DETROIT, MI 1989–1998

SENIOR VICE PRESIDENT OF CORPORATE COMMUNICATIONS

Directed internal and external communications for leading global provider of advanced automotive information services and statistical reporting in automotive marketplace. Member of senior executive team and counseled directly with CEO, COO, CIO, and CFO.

PENTAX CORPORATION, DENVER, CO 1978 – 1989

NATIONAL ADVERTISING MANAGER / MARKETING COMMUNICATIONS MANAGER

Managed \$10 million advertising and consumer promotion budget for global photographic industry.

EDUCATION AND TRAINING

University of Denver, **CORPORATE LEADERSHIP PROGRAM**, Daniels College of Business, Denver, CO

Youngstown State University, **BUSINESS ADMINISTRATION**, Youngstown, OH

Computer Skills: Microsoft Word, Excel, Access, PowerPoint, Outlook, Publisher
Quicken Professional, Naturally Speaking