

JAMES Z. CARPENTER, MBA

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PUBLIC RELATIONS & MARKETING PROFESSIONAL

Highly accomplished and industry-recognized expert in corporate communications, marketing, strategic analysis, and media communications, including television, radio, and print media. Extensive record of success in the areas of public speaking, event management, and marketing. Solid communication abilities; skilled in preparing written correspondence for print, web, and social media. Possesses outstanding interpersonal, collaborative, and analytical decision-making skills, along with solid technical and computer abilities. Consistently excels in deadline driven environments, while working independently and as a member of a team.

Core Competencies: Public Relations ✦ Project Management ✦ Media Relations ✦ Content Creation
✦ Communications & Presentations ✦ Data Collection & Analysis ✦ Event Planning & Management
✦ Community Outreach & Engagement

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS & EVENT MANAGER

2014 – 2018

Sierra Country Club & Banquet Center, West Hartford, CT

Interacted with target demographic and liaise between departments, working closely with staff and members to promote and manage the organization's services and special events. Revitalized operations, generating incremental growth and improving profitability. Interviewed and surveyed stakeholders to ensure the club's activities are planned and executed in a manner that supports its mission and performance goals.

- Effectively planned and coordinated numerous golf and social events, resulting in a significant increase in membership.
- Wrote and persuasively presented a proposal to partner with the Windsor Golf Club to put on a celebrity charity tournament. Created registration content, drafted marketing materials and sought out and secured sponsorships, golfers, and donors for the event.
- Acted as spokesperson on radio and television media to promote the club's amenities, brand, and special events.
- Collaborated with management to resolve issues and minimize any poor public exposure.

"James was a true asset to the Sierra Country Club family. His efforts led to a 25% increase in membership, establishing the club's presence in golf publications, and cultivating business and personal relationships with vendors and members." ~ George Smith, Chairman, Board of Directors, Sierra Country Club & Banquet Center

PUBLIC RELATIONS SPECIALIST

2010 - 2014

Act Agency, Bedford, New Hampshire

Effectively managed public relation and marketing campaigns for 30+ clients per year.

- Delivered superior client-focused service to ensure clients received quality published content for their campaigns and events.
- Represented the agency at networking events to recruit new clients and promote the organizational brand within the industry.
- Consulted with the management team to establish client budgets; monitored client account activity to ensure costs of services did not exceed original cost quotes.
- Created and executed strategies and content to improve client image/reputations during challenging times.

“When I first started working with James at the agency, I was immediately impressed by his ability to take my vision and put it into marketable materials that promoted our brand to levels we have never seen in the past. His attention to detail and accuracy were impeccable, and he delivered our materials on-time and within budget with every campaign.” ~ Andrea Jones, Former Client

MARKETING REPRESENTATIVE

2006 – 2010

Ajax Office Products, Danbury, CT

Brought on board to handle all marketing and brand promotion initiatives for this struggling branch of the Ajax corporation.

- Quickly established a presence for enhancing performance by developing and implementing innovative tools and communication systems.
- Recruited and trained new staff; oversaw content development and individual client projects until new team members could effectively manage client accounts and deliver exceptional customer service.
- Led efforts to transform the region from one of the poorest performing in the company to the top 5 region out of 20.

Achieved early career success in as a public relations consultant for newly-elected politicians for Quigley Professional Services, a premier public relations firm in Washington, D.C.

EDUCATION

New York University, New York, NY

Master of Business Administration

New York University, New York, NY

Bachelor of Liberal Arts in Communications

TECHNICAL SKILLS

Currently enrolled in professional development courses to enhance knowledge of the following applications:

Microsoft Office Suite: Word, Excel, PowerPoint

Google Services: Sheets, Docs, Slides, Forms

Adobe: Photoshop, InDesign

SPSS

WordPress

LEADERSHIP & VOLUNTEER EXPERIENCE

Steering Committee Member, Freebird International 2012-Present

Spokesperson/Executive Board Member, Golf Clubs of America 2005-Present