

Actual Resume

This is not a joke
They submitted this to our office on the east coast.
I have made some edits (in red) to protect the innocent

(Multilingual) journalist with **(omnipotent)** competencies in corporate, executive, external and internal communications; agency and client-side media and public relations; social affairs; branding and reputation management; organizational development; communication and attitude research; global video, film and web-casting production.

Comment [m1]: Okay, that's good

Comment [m2]: He needs Viagra?
Hmm, not sure if he'll make it in PR.

- **(EXPERT COMMUNICATION STRATEGIST)**
- **(WRITING AND EDITORIAL SAVANT)**
- **(OMNIMEDIA PUNDIT)**
- **(ISSUES AND TRIAGE COMMUNICATIONS EXEMPLAR)**
- **(DRILL DOWN DEEP PITCH PRO)**
- **(INNATE ORGANIZATIONAL SPOKESPERSON)**
- **(HI-TORQUE CHANGE AGENT)**

Comment [m3]: Okay, I'll buy that, but wait.

Comment [m4]: It's not his fault he was born that way.

Comment [m5]: Yeah, like his father Al who invented the Internet.

Comment [m6]: ER is soooo 1997

Comment [m7]: Professional baseball? That's cool!

Comment [m8]: Wow...he can speak to monkeys!

Comment [m9]: Are we talking PR or a new kind of oil for my Mercedes? This is going down hill fast!

PROFESSIONAL EXPERIENCE

Sr. Executive Communications Consultant
Agency A - Washington, DC, 2004-present

- Direct the development and implementation of strategic communication plans and public affairs strategies supporting domestic & global commercial, corporate, general and military aviation *Agency B* operations; position United States of America as global exemplar in aerospace management;
- Drive and support corporate, external and internal communications, media relations and crisis communication functions; write **(C-suite)** executive speeches, talking points, press releases and Q&A; executive media coaching and counsel;
- Develop and launch electronic brand architecture and e-communication programs nationally and globally; **(foster)** cross-functional electronic communication strategies among *Agency A* executive team and *Agency B* stakeholders in support of *Agency A* mission-critical functions.

Comment [m10]: I think he means "sweet" executive speeches.

Comment [m11]: MMM...Beer

Recent Deliverables

- Deployed cross-functional internal/external comm plan and strategy/performance metrics to support Congressionally-driven realignment/**(matrix)** processes;
- Deployed e-comm platforms *AgencyA.gov*, *AgencyB.gov*, Blog, **(Wiki)** and Podcast;
- Designed b-comm learning for managers to better communicate with peers/staff

Comment [m12]: Woah, he worked with Keanu Reeves!

Comment [m13]: Nothing more to say here, the word **wiki** just makes me laugh!

within business units & externally with *Agency B* customers and stakeholders.

Sr. Internal Communications Consultant

Agency C - Washington, DC, 1999 to 2004

- Creative **ideation**, strategic development and tactical implementation of internal communications plans and strategies supporting *Agency C* global business units; Oversee print, broadcast and electronic media services for web, video and film production, internal publications;
- **Drive overhaul of grassroots *Agency C* and *Agency D*** omnimedia to reflect new brand identity and organizational realignment supporting business units, service delivery points and internal customer and stakeholder needs; managed production and approval of *Agency C* distance learning, press kits, PSAs, VNRs, Congressional testimony, annual reports and global product literature.
- Facilitate *Agency C* and *Agency D* executive media relations and communications training;

Comment [m14]: Ideation is the process of forming and relating ideas. I think he is losing me.

Comment [m15]: I think he is saying he can repair both cars and planes, but how does that relate to PR?

Speechwriter and Media Relations Counsel

Agency E - New York, NY, 1996-1999

- Crafted speeches, statements, **communiqués**, talking points and press releases for Non-Permanent Member State of the *Agency E* Security Council encompassing a broad spectrum of international peace and security issues; write speeches for *Agency E* dignitaries, **luminaries** and visiting heads of State; positioned PRs (ambassadors) and Delegation (diplomatic staff) with top-tier domestic and international media, **UN bodies and agencies and NGOs**;

Comment [m16]: Ah ha! He's French!

Comment [m17]: Speech writing for moon walkers, cool! But then again I haven't been to the moon in a long time.

Comment [m18]: I assume this has something to do with zombies but I am not sure.

Communications and Public Relations Manager (Americas)

Company A - London, UK/ New York, NY, 1994-1996

- **Ideation**/deployment of internal and external communications, public and media relations strategies supporting world's largest international multimedia news agency;
- Develop and drive corporate brand architecture program for *Company A's* Americas, Europe and Asia business units in **finance, media, enterprise and consumer** reporting segments;
- Realigned production of *Company A's* corporate marcom content in-house from external vendor Agency -- generating savings approaching US\$14m annually;
- Co-facilitated Asia/Middle East pitch **junket** for news bureau presence and

Comment [m19]: Dude, you already used this word. Just when I was beginning to think the thesaurus proofed your resume..

Comment [m20]: Well he got the junk right!

Worst Resume Ever -- Courtesy of Minnesota Public Relations Blog
<http://mnpr.blogspot.com>

launched bureau teams in People's Republic of China, Russia, Indonesia, Republic of Korea, United Arab Emirates, Bahrain and Qatar.

International Correspondent/Senior Producer

Company B – Atlanta, GA/London, UK, 1991-1994

- London-bureau; dispatched to myriad flashpoints throughout mainland Europe, North Africa and Middle East filing live and packaged hard news and feature reports; Murrow Award for “Siege of Sarajevo”, long-form coverage of the onset of war in Bosnia-Herzegovina.

Comment [m21]: Say what?

Comment [m22]: Now he is making countries up!

Producer/Senior Producer

Company C - Canada/UK/USA, 1988-1991

- Toronto-based: drove international editorial content; trained *Company C* World News off-camera editorial personnel & made recommendations for on-camera talent acquisition; news writing Emmys for “Fall of the Wall”, coverage of the Berlin Wall demise, and for “Exxon Valdez: Aftermath”, coverage of the Alaska oil spill.

Speechwriter

Agency F - Ottawa, Canada, 1986-1988

- Wrote speeches, statements, communiqués and talking points for the Diplomatic Corps Services Division (Protocol); DFA liaison to Prime Minister's Office (PMO) communication staff.

Comment [m23]: Don't use French again or your going to upset me.

CONSULTING /AD HOC

Governments of the Republic of Korea and People's Republic of China

U.S. Departments of State, Commerce and Homeland Security

National Transportation Safety Board (NTSB)

International Civil Aviation Organization (ICAO)

ExxonMobil ~ Frontier Airlines ~ Saatchi and Saatchi (Publicis)

YPBR Public Relations ~ Olivision Media ~ IDEAS Corporation

American Red Cross ~ Medecins Sans Frontieres ~ CARE

Adjunct Faculty at Columbia University (1996-1997)

Comment [m24]: Look at all the spelling error ;-)

ACADEMIA

Master of Science in Journalism, Columbia University, New York, NY, 1987

Bachelor of Arts in Mass Communications, McGill University, Montreal, Canada, 1985

Comment [m25]: Ahh, many degrees but he still failed 9^h grade English.

RECOGNITION / AFFILIATION

[U.S. Presidential Citation – Homeland Security Messaging – 2002

Agency C Executive Commendation (s) – 2000, 2001, 2004, 2006

NATAS Newswriting Emmy Award (s) - 1989, 1991

Society of Professional Journalists (SPJ) - Silver Medallion (s) - 1999, 2000

Radio and Television News Directors Association (RTNDA)

Public Relations Society of America (PRSA)

International Association of Business Communicators (IABC)

American Marketing Association (AMA)]

Comment [m26]: Yeah, but what has he done lately?

[MINUTIAE]

Comment [m27]: Cute another madeup word ☺

Fluent [French]; rudimentary Arabic, Mandarin, Japanese and Korean

[Expert] still and video/film imaging & post-production; www and HTML

E-watch, MediaAtlas, Multivu, VOCUS, IPressroom, Cvent, US-CERT

Security clearances: TS-SCI (USA), CSIS 3L (Canada), Interpol 2 (EU)

Comment [m28]: Oui

Comment [m29]: Why is expert small here?