

LEE D. GRAHAM

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Corporate PR Manager, Account Director, Copywriter & Technical Writer Bring creative focus to public relations & social media efforts with expert copywriting

Knowledgeable, energetic and collaborative PR professional and copywriter, with deep expertise in branding, corporate messaging development, media relations (B2B and B2C), social media, crisis communications and integrated marketing-program management. Deep, longstanding experience in multiple business sectors, including technology, finance, nonprofit, telecommunications, market research, retailing, fashion, healthcare, medical devices, media and alternative energy.

PROFESSIONAL EXPERIENCE - PUBLIC RELATIONS & COPYWRITING

LEE GRAHAM, FLCW

2001 – Present

Independent Consultant | PR and Copywriting, Madison, WI

2012 – Present

Independent Consultant | PR and Copywriting, New York, NY

2001 – 2012

Develop, implement and manage client and agency media relations programs with responsibility for corporate messaging, international, national and regional media contacts, social media maximization and overall account management and execution. Clients have included IHS, Inc., National Athletic Trainers Association (NATA), American Academy of Orthopedic Surgeons (AAOS), Boomer Coalition (Pfizer), EcoHealth Alliance, The NPD Group, Solarbuzz, DisplaySearch, Alton Lane, ImageCrew, Boston Consulting Group (BCG), Shop.org/NRF and SmartMoney.com.

- Increased media coverage and exposure using well-honed media relations tactics and latest social-media techniques for IHS, Inc.'s technology business lines including consumer electronics, telecom, displays, solar, manufacturing and security.
- Broadened media footprint and improved media results 86%+ over 12-year period, as **freelance** PR manager for The NPD Group's Wireless and Entertainment business units.
- Piloted Wildlife Trust's rebranding to EcoHealth Alliance, through effective strategic messaging, PR and social media outreach activities.
- Ensured the Boomer Coalition's celebrity outreach was successful by providing careful oversight of PR events, selection of program spokespeople, and personalized media-training sessions for Henry Winkler, Lynda Carter and Lionel Ritchie.
- Drove business growth writing innovative and effective brochures, advertisements, advertorials, email, direct mail and websites for The NPD Group, Mandarin Oriental Residences, Condé Nast Traveler, Vatic Outsourcing and Vanguard Custom Software.

IHS MARKIT, Englewood, CO (remote)

2016

Senior Manager, Public Relations

Raised profile of North American and global public relations activity, as technology business line PR team leader. Coverage areas included consumer electronics, displays, manufacturing, semiconductors, power and solar energy, mobile and telecommunications and industrials.

- Increased year-over-year North American media coverage 53% in first half of FY '16, and 21% in Q3 of FY '16, by increasing output of news releases and other PR materials, enhancing and improving media contact lists and introducing online tracking tools that streamlined PR group productivity.
- Augmented media results and public exposure greatly for company's technology research analysts in North America, Europe and Asia by expanding and targeting media-list development.
- Improved project tracking, strategic planning and real-time team collaboration by implementing and maintaining company's first online PR project-tracking system in Google Sheets.
- Broadened reach and effectiveness of social media activities via careful stewardship of company's Twitter and LinkedIn assets.

ADDITIONAL RELEVANT EXPERIENCE

CONE INC., New York, NY

Account Director

Led staff of five PR professionals in public relations activities that improved reputation and raised profiles of technology, media and entertainment clients. Managed annual technology and entertainment client billings of >\$1M, including SmartMoney.com, NRF Shop.org, KBKids.com, Office.com and Bertelsmann Music Group (BMG).

KRATZ & JENSEN (acquired by Weber Shandwick), New York, NY

Account Director

Account Supervisor

Implemented and oversaw B2B and consumer public-relations campaigns and developed multi-faceted PR plans for launch of Condé Nast's websites (i.e., Phys, Epicurious, Swoon, Concierge) and other major accounts, including CareerPath.com and *The Industry Standard* magazine.

PROFESSIONAL EXPERIENCE - ADVERTISING

ANDERSON & LEMBKE ADVERTISING, New York, NY

Account Supervisor

Contributed to 25% increase in overall agency client billings through successful supervision of day-to-day agency-client relationship for Altec-Lansing, LOT Airlines and Allegro Resorts.

SAATCHI & SAATCHI ADVERTISING, New York, NY

Account Supervisor

Supervised advertising agency and client relationship for IBM, SAP and Salomon Skis advertising accounts.

COSGROVE-JURO, New York, NY

Account Executive & Copywriter

Directed client and agency-creative contact for Citibank collateral-marketing materials account.

EDUCATION

- **Bachelor of Arts (BA)**, English, Cornell University, Ithaca, NY

ASSOCIATION MEMBERSHIPS

- Public Relations Society of America (PRSA), member
- Public Relations, Marketing and Media Czars (invitation-only professional association), member