

CONTACT

✉ graham.watson@gmail.com
☎ +1-202-555-0114
📍 Albany, New York
in linkedin.com/in/graham.watson

SKILLS

- Project management
- Strong decision maker
- Complex problem solver
- Innovative
- Strategic vision
- Creative team leadership
- Product positioning & branding
- Builds positive relationships (internal & external)
- Time management
- Flexible, reliable and dependable

LANGUAGES

English
Arabic
French
Italian

Graham Watson

CORPORATE COMMUNICATION

CAREER OBJECTIVES

Highly professional and dedicated corporate communications specialist experience in implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction. Prepare detailed media activity reports. Plan and manage the design, content, and production of all marketing materials that require high caliber business and communication skills and offers a fast and clear career path track.

EXPERIENCE

Assistant Manager, Corporate Communication Apr 2017 - Present

Economic Cities Authority

- Lead on ECA's reputation and public perception management.
- Advise, plan and facilitate internal and external communications (press releases, investor relations and government communications)
- Implement communications programs that promotes the Economic Cities & the organization.
- Implement the marketing communications plan including strategy, goals, budget and tactics.
- Develop communication outreach plans (short-term and long-term) with PR and Social Media agencies.
- Manage and maintain all communication channels (digital, PR & Media and internal) and constantly explore means to develop them. This includes website and media relations management.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Directly manage the team of graphic designers and finalizes to create the best execution of a campaign.
- Provide management with updates by preparing reports including analysis of performance and measurement results to monitor the progress of communications activity against KPI's.

Officer, PR & Communication Oct 2011 - Mar 2017
Economic Cities Authority

Coordinator, Procurement Apr 2010 - Sep 2011
International Building Systems Co. for Contracting

Supervisor, English Section Jan 2007 - Aug 2009
Innovators Private School

EDUCATION

Masters in English Literature 2011
Wright State University - Dayton, Ohio