

## Accomplishment Story Sample

Title: Managing Marketing Communications and PR (and Saving \$250K)

**Situation:** In the mid-1990s, Praxis America needed a strong, updated marketing communications and public relations program. Many collateral pieces were terribly out of date, and there was no real organized PR effort. The quarterly customer newsletter was consistently late and had no regular editorial slant or storyboard. The division truly needed an agency that would be attentive to its needs and would partner with it at a reasonable cost.

### **Barriers**

All internal departments wanted control of their own marketing activities and materials. Without centralizing the marketing communications function, the marketing message would continue to be inconsistent and more expensive.

**Actions:** I was asked to manage the marketing communications/PR function, in addition to my other responsibilities (forecasting, strategic planning, market research). I agreed to do this with the understanding that I would have the authority to make decisions and recommendations.

I contacted several Philadelphia-area agencies, especially looking at those who had experience with industrial companies such as ours. I also contacted the company's in-house "Creative Services" department and asked them to put together a proposal. I canvassed our regional sales managers and marketing managers to understand what their marketing communications needs and priorities were.

I found that in several instances, frustration with the poor service from the NY agency had led some regional offices and managers to use regional agencies or local free lancers another example of how the division as a whole was not spending its PR money efficiently. Finally, following my interviews with the agencies, I presented to the VP of Sales & Marketing my recommendation: go with our in-house agency.

**Results:** The quality of the newsletter improved tremendously, and we also began to get regular press coverage, due to the communications plan Creative Services put together for us. The most spectacular "outcome" of moving these communications activities "in-house" was the saving of a quarter of a million dollars (\$250K) in the first year alone. I received a letter of commendation from the Divisional Vice President for my contributions.

Skills demonstrated: Innovation, Leadership. Persuasion, follow-through