

Emily Foshee

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SUMMARY

Creative, performance driven **corporate communications** professional with broad-based internal and external communications management experience in Fortune 100, Fortune 500 and privately held corporations. **Excellent writing skills** and project management expertise. Exceptional strengths in:

- Directing External Advertising and PR Agencies
- Implementation of National Image Campaigns
- Conceptual Direction
- Trade Shows
- Speech Writing
- Multi-faceted Writer
- Strategic Planning
- National Media Relations
- Community Relations
- Collateral Development

PROFESSIONAL EXPERIENCE

FOSHEE & COMPANY

2003-present

Foshee & Company provides public relations support to corporations throughout DFW. Services include feature writing and media relations.

SPRINT (NYSE: FON, PCS)

2001-2002

Sprint is a global communications company serving 23 million business and residential customers in more than 70 countries

Manager of Communications

- Created national analyst relations initiative designed to increase corporate sales for Sprint E|Solutions, a newly formed business unit. Efforts resulted in positive coverage by analysts.
- Directed all facets of industry analyst tour for E|Solutions president and lead team. These one-on-one meetings resulted in enhanced relationships with key analyst firms, which influenced buying decisions by key Sprint customers.
- Promoted new product launch by organizing industry analyst briefings at N +I, a premier industry trade show. Continued efforts to enhance industry analyst relationships resulted in a 50 % increase in briefings at the spring 2002 show compared to the spring 2001 trade show.

HOSTS (Help One Student To Succeed) Corporation

1999-2001

HOSTS, a privately held corporation, is the largest individualized mentoring initiative in the country

Manager of Communications

- Provided marketing counsel to CEO.
- Produced, in partnership with USA TODAY, a promotional piece for annual conference to enhance company image. Promotional efforts contributed to increased corporate sponsorships.
- Created/produced company's first employee newsletter, published ten times annually.
- Directed advertising, PR agency, media relations, internal and external communications.
- Acted as national media spokesperson.
- Managed annual national corporate marketing budget.
- Developed/managed production of all corporate communications tools, including writing copy for quarterly newsletter and special promotional publications to launch new products. Researched/wrote all newsletter articles, brochure and other collateral copy. Provided creative concepts, supervised external graphics team in creation of all printed and electronic materials.

Jenkins & Gilchrist

1997-1999

Jenkins & Gilchrist is the largest law firm in Dallas, and the 60th largest in the country

Manager of Public Relations

- Wrote/implemented a national strategic marketing communications plan in addition to plans for 14 practice groups. Obtained five page-one placements in major dailies and trade publications, including the *National Law Journal*, *The Dallas Morning News*, and *Dallas Business Journal*.
- Provided crisis communications counsel to clients and attorneys.

Pizza Hut, Inc. (NYSE: YUM) Dallas, Texas

1995 - 1997

Pizza Hut is of part of Tricon, the largest restaurant company in the world, serving nearly 30,000 restaurants in more than 100 countries\

Associate Manager of Public Relations

- Directed *Kids' Hall of Fame*, a national image/brand marketing program honoring youth for their outstanding accomplishments, created by Pizza Hut and the National Geographic Society. Developed annual communications plan, managed \$800,000 budget, formulated growth strategy, coordinated use of b-roll for television exposure, and planned numerous receptions. Launched national publicity campaign, acting as spokesperson, increasing media exposure 36 percent.
- Provided overall national PR support for Pizza Hut brand resulting in increased coverage in local markets, including a televised feature on *Good Morning Arizona*.

- Hosted media conference with celebrity guest John Walsh to launch *Deliver Me Home*®, a national image campaign for missing children. Worked with the National Center for Missing and Exploited Children in launch.

Pro Bono Work

1995

- As an IABC board member, directed a volunteer committee of communicators in the creation and implementation of a comprehensive PR initiative for Genesis Women’s Shelter, resulting in Genesis receiving a \$325,000 grant from the Crystal Charity Ball Committee.

Emily Foshee Communications, Dallas, Texas

1993-1995

Clients included EDS and City of Plano

- Provided PR support for City of Plano special events and EDS Infomart Pavilion Grand Opening

Centex Homes, Dallas, Texas -- NYSE: CTX

1985 - 1993

Centex is the largest home builder in the country, with \$8 billion + in revenues

Manager of Public Relations

- Created in-house PR department for Centex Homes. The position expanded to include the following advertising responsibilities:
 - Provided strategic direction for campaigns by directing ad agency. Managed \$800,000 ad budget.
 - Supervised creation of print/broadcast advertising, including direct mail, newspaper/magazine ads, billboards, and radio. Wrote brochure and ad copy.
 - Wrote advertorials for real estate sections of metropolitan newspapers.

Education: Oklahoma State University, BS Journalism/Advertising & PR