



CAREERTUNERS
Moving your career forward

Case Study: Marketing Communications

We helped Jacie advance in her career and secure jobs aligned with her goals.

>>> Here's what Jacie had to say about our work:



Jacie Prieto
4 reviews



★★★★★ 6 months ago

Fatemah was an absolute pleasure to work with. She was professional, efficient and went the extra mile to ensure that all of my questions and concerns were addressed as promptly as possible. I especially enjoyed our hour long interview and feel strongly that she was able to effectively communicate my professional experience with my resume. I highly recommend Fatemah to anyone looking to creating a resume that will help you stand out from the competition. The additional resources available on CareerTuners are also extremely helpful and have been instrumental during my job search.

Jacie's backstory:

With over a decade in communications, she sought to transition to senior PR roles. Her resume was too industry-specific and lacked relevant accomplishments. It also had structural issues and wasn't ATS-friendly.

We did three things:

- 1 Restructured and ATS-optimized her resume, showcasing top achievements with the right keywords.
- 2 Highlighted her leadership and problem-solving skills, targeting top employer needs.
- 3 Broadened her personal brand to match her global PR career aspirations. Made her resume industry-agnostic.

Where is Jacie now?

After her resume revamp in 2017, she became the Head of Communications at Paradigm Sports and later at PepsiCo.

In 2022, she got another update to her resume and LinkedIn. And now she serves as a Strategic Marketing and Communications consultant.

Happy with our work, Jacie recommended us to her friends:

Jacie Prieto <jacie.prietolopez@gmail.com>
to me ▾

Wed, Jul 27, 2022, 2:24 PM

I am so glad he reached out! I am always thinking of you so please know I will continue to refer you.

All the best,
Jacie

Warning: The following pages have been saved as images in order to protect Jacie's work as well as our work from being copied and indexed. As a result, uploading this exact file into an Applicant Tracking System will not work. If you are interested in hiring Jacie, please email us at contact@careertuners.com.

Here's the resume we made for her:

JACIE PRIETO

310.804.5115 | Jacie.prietolopez@gmail.com | Downey, CA 90241 | [LinkedIn](#)

Breaks through the noise by shaping unconventional communications strategies; drives creative and authentic brand storytelling.

Strategic Global Communications | Multicultural Marketing & PR Strategy Development | Expansive Media Network

- **Expands Media Relations:** Increased brand sentiment by 60%, achieving 100% positive sentiment at PepsiCo; secured coverage on tier-one platforms, such as CNBC, the Today Show, and Adweek; built media relations from the ground up.
- **Wins Industry Recognition:** Attained the CLIO award in advertising by delivering the most-watch social content, the Salsa King Campaign, for the energy category at PepsiCo; recognized as the "best to watch campaign" by Saft.
- **Drives Seamless Crisis Communications:** Minimized negative press for clients and mitigated PR crises by leveraging strong media relationships at Paradigm Sports; drove rapid and proactive response to PR crises.

Brand Positioning
Digital Marketing Oversight
Influencer & Affiliate Marketing

High-Caliber Team Leadership
Process Development & Improvement
Corporate Communications

Internal Communications
C-Suite Executive Counseling
Bilingual (Spanish Proficiency)

PROFESSIONAL EXPERIENCE

Head of Communications, Energy Category, PepsiCo

08/2020 – 12/2022

Played a key role in enabling 6% market share growth; drove the media strategy for 2 key brands; directed 10 personnel across 2 agency partners; managed a \$1.5M budget; partnered with the CMO. Oversaw media training of brand spokespeople. Guided staff on shaping creative, authentic, and adaptable messaging. Steered social media and influencer marketing.

- Hit the 6B impressions goal for the first-ever Super Bowl campaign in the energy category; attained 10B impressions cumulatively in the first year from campaigns and product launches.
- Met goals of up to 1B impressions for the launch of new brands, such as Baja Blast and Code Red; leveraged the name recognition of an established brand; sustained growth in brand visibility; adapted messaging based on key calendar moments.
- Increased followers and engagement on Rockstar digital channels by 32% by driving creative social media campaigns.
- Boosted SLA compliance of agencies by leveraging long-standing relationships; enabled agencies to meet 100% of deadlines; integrated agency members in internal teams and cultivated a collaborative culture.
- Won highly positive feedback after creating the first-ever company newsletter that recognized the accomplishments of internal divisions; coordinated with 4 divisions across North America.
- Avoided negative press during the settlement of a major URL-related dispute and the contract termination of a celebrity brand spokesperson. Mitigated PR crises by establishing an approval process for all internal and external communications.

Head of Communications, Paradigm Sports

09/2019 – 08/2020

Continued advising leaders following departure. Managed strategic communications for the agency, consumer brands, and 50+ clients; steered press releases, press conferences, feature stories, interviews, print coverage, newsletters, and bulletins; led social, digital, and broadcast campaigns; drove brand partnerships. Positioned executives as thought leaders.

- Secured positive coverage outside of traditional, industry-specific media channels; featured in lifestyle and food publications.
- Positioned the agency as a market leader, propelling business growth. Managed blended tactics covering traditional media, digital, social, and owned media with seamless success.
- Achieved the first-ever cover story for an MMA athlete on ESPN the Magazine by driving strategic negotiations with publishers.
- Consistently exceeded expectations of impressions and coverage for campaigns, such as PSM consumer brands: Proper No. Twelve Whiskey, Freeletics wellness, and others.

Head of Sports Business (Contract), Kovert Agency

01/2018 – 07/2018

Achieved client satisfaction by directing a successful PR campaign for the SoFi stadium; collaborated with city government officials.

Head of Communications, Hurley

08/2015 – 07/2017

Owned \$2M global product and communication plan launches, strategizing key brand integration campaigns. Led a team of 6, cultivated thriving global agency relationships, and worked with functional brand marketing, media, and communication teams.

- Played a key role in securing athlete and celebrity influencers, such as Kai Lenny, Chris Hemsworth, and John John Florence, to ensure brand presence during global events. Coordinated with agencies such as CAA, IMG, and Wasserman Group.
- Launched a "Train with an Athlete" product club initiative by conducting media events across Spain; enabled global coverage for similar events across the U.S., Europe, and Australia.
- Featured in 20 media giants, including MTV International, High Snobiety, Add-Audio, Cosmopolitan, Sugar Inc, Women's Wear Daily, Surflife, Stab, and LA Times; attained multi-page spreads in GQ Magazine and Outside Magazine.
- Boosted online sales by 60% by introducing a brand-new Women's Performance Swim collection. Conducted media tour with senior designers and women's business lead.
- Initiated a blooming social media presence with an upsurge from 25K to 1.2M Instagram followers.
- Elevated brand presence and equity with a 25% increase in viewership by transitioning to an athlete-centered influencer strategy; created specific media relations content for global storytelling through social, print, and digital channels.

Communications Manager, Nike U.S.

07/2009 – 08/2015

Directed communications strategy across several brand categories and managed marketing event budgets exceeding \$5M. Defined campaign messaging, strategized media, and influencer targets, and oversaw a Hispanic public relations agency of 6.

- Doubled Nike.com membership by introducing a celebrity-influenced training plan.
- Set a cost-effective (\$100K) brand marketing precedent by working on an underground soccer influencer league concept.
- Improved social media feedback while tripling web traffic by creating a sports society. Organized 12-week engagements.
- Revamped brand positioning by performing damage control for a previously disapproved media statement. Encouraged positive brand image during a major crisis by devising an immediate coverage plan and tactfully representing the firm.
- Acted as Brand Liaison for Nike athletes, including Kobe Bryant, Allyson Felix, Kevin Durant, and Marlen Esparza.
- Stayed at the forefront of global sports events, such as the World Basketball Festival, World Cup, and Olympics, by assisting on-site production teams in creating powerful brand content; cultivated affiliate brand relationships.
- Secured 'Top 10' coverage for a 40-year-old basketball league on ESPN for 5 years by initiating community-based marketing.

Media Relations Manager, Nike U.S.

08/2007 – 07/2009

Previously: Media Relations Manager, Greater Business Unit West

08/2005 – 08/2007

Created brand expansion by furthering media relations and supporting global product launches. Worked with a PR team of 10; engaged media, influencers, and community partners through publicity campaigns; and simplified digital product concepts.

- Increased athlete signature product sales for Kobe Bryant by a record-breaking 85%; nurtured a trust-based athlete relationship; designed authentic, consumer-centric publicity content.
- Recognized for a pioneer-connected sport product on key tech media platforms, such as Mashable and CNET. Active media coverage translated into immediate online and brick-and-mortar sales increase.
- Earned national media coverage for US Track and Field uniform launch. Collaborated with teams in Beijing for the competitive coverage of ongoing Olympics events.
- Stimulated media conversation for a first-of-its-kind, global human race initiative with 10K participants by cultivating media, philanthropic, and celebrity partnerships.

EDUCATION

Bachelor of Science (BS), San Diego State University

And here's the resume she was using before she worked with us...

JACIE PRIETO

GLOBAL COMMUNICATIONS EXECUTIVE

📍 LOS ANGELES, CA

📞 310-804-5115

✉️ JACIE.PRIETOLOPEZ@GMAIL.COM

SKILLS

BI-LINGUAL; FLUENT IN SPANISH WRITING AND CONVERSATIONAL • PROBLEM SOLVER • CRISIS /ISSUES MANAGEMENT • SPORTS, ENTERTAINMENT AND LIFESTYLE MARKETING • EVENT PLANNING • CELEBRITY SPOKESPERSONS • NATIONAL MEDIA RELATIONS • FORTHRIGHT COMMUNICATION • AFFILIATE BRAND INTEGRATION

KEY MEDIA RELATIONSHIPS

GOOD MORNING AMERICA, CNN, ESPN, ACCESS HOLLYWOOD, ENTERTAINMENT TONIGHT, AP, REUTERS, NBC NIGHTLY NEWS, UNIVISION, LOS ANGELES TIMES, US WEEKLY, SUGAR INC, TITLE MEDIA, IN STYLE, INTERVIEW MAGAZINE, ROLLING STONE, USA TODAY, FOX SPORTS, GQ, MEN'S FITNESS AND MANY MORE

HIGHLY ACCOMPLISHED BILINGUAL COMMUNICATIONS EXECUTIVE WITH OVER 15 YEARS OF LEADERSHIP EXPERIENCE IN DEVELOPING AND EXECUTING GLOBAL MEDIA PLANS WITH PROVEN SUCCESS FOR CATEGORY-LEADING BRANDS WITH CAMPAIGNS THAT DELIVER INCREASED MEDIA VALUE AND BRAND AWARENESS.

EXPERIENCE

HURLEY, GLOBAL COMMUNICATIONS DIRECTOR

Aug. 2015 - July 2017, Costa Mesa, CA

- Developed and executed Hurley global communication plan by creating brand specific media relations content to drive global story telling for the Hurley Brand and athletes (Social, Video, Print, Digital)
- Managed and further developed awareness for existing Hurley global action sports assets including all pro athletes, sponsorships, new product launches and brand founder Bob Hurley.
- Identified on-going growth opportunities for the brand with the senior leadership team and define multi-channel strategies to implement.
 - Built and managed global media and influencer strategy and seeding program to broaden the brand reach and awareness across all global initiatives.
 - Developed and executed Hurley global communication plans:
 - » Created brand specific media relations content to drive global story telling for the Hurley Brand and athletes (Social, Video, Print, Digital) Direct content for athlete John Florence's Championship Tour. Most prominent coverage includes cover story for Kai Lenny on Outside Magazine's Fall issue as well as multi-page editorial spread for John John Florence in GQ Magazine.
 - Among key accomplishments was to build and execute the global launch of Hurley Surf Club including media and influencer multi-day immersive events in NY, Hawaii, Australia and San Sebastian, Spain.
 - Defined the global communication strategy and messaging for new product launches including Phantom Hyperweave Boardshort, Hurley x Fender product collaboration and the first ever Women's' Performance Swim collection leveraging multi-channel media and influencers to expand the conversation. Efforts led to product sell through of over 60% on Hurley.com, a first ever for the brand.

NIKE, COMMUNICATIONS MANAGER — GREATER BUSINESS UNIT WEST

July 2009 – Aug. 2015, Culver City, CA

- Oversaw daily operations with public relations agency of record and multiple event agencies managing event budgets upward of 5 million dollars.
- Developed communications strategy across all Nike West Brand categories in partnership with the brand teams to define overall messaging, media and influencer targets and media and product experiences.
- Served as Nike liaison for athletes including Kobe Bryant, Lisa Leslie, Kevin Durant, Marlen Esparza, Paul Rodriguez etc., for special events, store openings and regional initiatives which included finalizing messaging, on-site briefings and managing media interviews with key stakeholders.
- Led on-site media and production teams to create brand content for large, iconic events such as Nike Women's Marathon in San Francisco, Nike Women's Toronto, World Cup, Olympics, and Kobe Bryant product launches.
 - Created the Nike Women's Marathon media strategy for over eight years, which included securing Cat Sadler of E! Entertainment to run in 2013 resulting in special coverage on E! with five segments dedicated to her training journey with over 100 million impressions across all broadcast and social media channels.
 - Media highlights include expanding and leveraging relationships with San Francisco media yielding the first in territory placement of relevant Nike storytelling via tech media and via the Silicon Valley community; leveraging Nike's partnership with the Drew League securing "Top 10" coverage on ESPN's SportsCenter five years in a row.
 - Collaborated with affiliate brands such as Hurley and Converse on various events for basketball, skateboarding and surfing including World Basketball Festival in Washington, D.C. and Hurley Pro and US Open of Surf in Huntington Beach, CA.

The two-column layout made it difficult for both readability and ATS parsing.

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JACIE
PRIETO

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EXPERIENCE CONTINUED >

NIKE, U.S. MEDIA RELATIONS MANAGER

October 2007 – July 2009, New York, NY

Media relations, based in NYC, working on running, soccer and key brand sports moments. Collaborated on product strategies with Nike WHQ in Beaverton, OR to support global innovation product launches. Leveraged social media and publicity tactics to engage key stakeholders including media, influencers and community partners. Served as primary media spokesperson; briefed executives/athletes for interviews. Translated complex digital sport product details into understandable, compelling sound bites. Managed local agencies.

- Delivered coverage across vertical and lifestyle publications for product shoe reviews, story announcements for groundbreaking tech and innovative products like the Nike+ Sportband and global community stories for soccer around women's and men's World Cups. Key coverage includes first every tech media placements for the Nike+ Sportband in Mashable and CNET contributing to product sell through on Nike.com and Nike brick and mortar locations.
- Created media plans to support the US Track and Field uniform launch securing national media coverage on The Today Show and NBC affiliates covering the Olympics both in NYC and Beijing.
- Spearheaded the media conversation and coverage for what was deemed the world's first global 10K "The Human Race," and securing media and philanthropic partnerships as well as talent partnerships with Kanye West and The All-American Rejects leading to race participation sell thru.
- Developed overall media strategy for Nike store openings which included finalizing corporate messaging, securing top athletes for onsite support and working with the Nike Entertainment Marketing team to secure top level music talent to broaden reach of coverage.

NIKE, MEDIA RELATIONS MANAGER — GREATER BUSINESS UNIT WEST

October 2005 – October 2007, Culver City, CA

- Defined the media relations strategy for Nike Running, Soccer, Nike Sportswear, Basketball and Action Sports categories focused on building relationships with influential west coast based local and national media.
- Developed a direct and trusted relationship with signature athlete Kobe Bryant that increased his collaboration with the Nike brand leading to 85% sell through of his signature footwear and apparel on nike.com the first ever for any Nike signature basketball athlete.
- Lead media logistics for key brand priorities such as Nike's "Run Hit Wonder" a 5k race in Los Angeles and Joga Bonito global soccer campaign celebrating the World Cup.
- Managed behind the scenes content for high profile brand campaigns with Nike athletes such as Landon Donovan, Kobe Bryant, Serena Williams, Paul Rodriguez, Jessica Mendoza and Carissa Moore.
- Oversaw editing for internal and external content including event and sizzle reels, athlete commercial b-roll, training videos, corporate videos, EPKS etc. ensuring brand integrity and messaging was maintained.

VPE HISPANIC COMMUNICATIONS AGENCY, ACCOUNT SUPERVISOR

April 2005 – October 2005

- McDonald's and Disneyland

CK IDEAS, SENIOR ACCOUNT EXECUTIVE

April 2002 – April 2005

- El Pollo Loco, Heal the Bay, Hispanic College Fund

FOX SPORTS INTERNATIONAL

June 1997 – April 2002

- Positions included; Programming assistant, programming coordinator, marketing and programming manager and public relations manager

EDUCATION

SAN DIEGO STATE UNIVERSITY, BACHELOR OF SCIENCE, 1997

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