

William R. Buren

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SUMMARY

- As an innovative communications professional, I provide strategic creative solutions in public relations, marketing, and advertising. Able to rapidly assess and implement targeted communications, I can provide measurable results.

PROFESSIONAL EXPERIENCE

1/2006 to Present

Integrated Communications

Hendersonville, TN/Erlanger, KY

Freelance Public Relations and Marketing Communications Consultant

- Provide marketing communications and public relations consulting and contracting. Services offered include strategic communication, copywriting, media relations, special event planning and implementation, proposal writing, graphic design, and website development and management.

9/2004 - 12/2005

Whayne Supply Company

Louisville, KY

Advertising and Promotion Coordinator

- Wrote, edited, and produced Whayne's internal and external newsletters (circulation of more than 5,000 per quarter).
- Responsible for developing advertisements in more than 10 trade publications that targeted more than 15,000 readers per quarter.
- Developed advertising and promotional campaigns and materials for Whayne's Earthmoving, Power Systems, Rental, and Agri-Business divisions.
- Managed the planning, coordination, and implementation of all trade shows, special events, and advertising. Served as company photographer for special events, publications, and trade show coverage.

3/2001 - 10/2003

City of Covington

Covington, KY

Marketing and Development Officer

- Developed and implemented strategies to recruit and retain businesses.
- Provided media relations as well as developed and implemented projects and special events for the City.
- Redeveloped and managed the City's Web Site, www.covingtonky.com. The overhauled site improved information, navigation, and added features assisting in economic development.
- Redesigned, wrote and produced the City's quarterly newsletter, *Inside Covington*, (circulation of 23,000).
- Assisted with special projects and events as directed by the Mayor, City Commissioners, City Manager, and Director of Economic Development.
- Wrote and produced weekly advertisements in the "Cincinnati Business Courier" and other publications.
- Assisted in strategic planning for the City's Brownfields Pilot Program sponsored by the United States Environmental Protection Agency.
- Developed relationships with elected and non-elected leadership at local and state levels of government, business, and associations.

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10/1997 - 3/2001

General Revenue Corporation

Cincinnati, OH

Communication Associate/Consultant

- Wrote, edited, and coordinated the internal and external publications and promotional materials.
- Managed and maintained GRC's Web Site, www.generalrevenue.com.
- Planned, coordinated, and implemented special events, conferences, and trade shows.
- Assisted with the writing, editing, and development of responding to request for proposals (RFPs).

12/1991 - 10/1997

Academy of Medicine of Cincinnati

Cincinnati, OH

Communications Specialist/Information Systems Manager

- Developed and maintained the Academy's Web Site, www.academyofmedicine.org.
- Served as staff writer, editor, and photographer for monthly, quarterly, and other Academy publications.
- Planned, organized, and implemented special events and meetings for physician committees as well as managed the Academy's Speaker's Bureau.
- Developed and designed advertisements for the *Medical Directory of Cincinnati* and other publications.
- Coordinated and developed all printed material for the Academy and its three corporations.
- Managed information systems including the network system and all personal computers.

PROFESSIONAL AFFILIATIONS

- Kentucky Industrial Development Council, 2002 to 2003.
- Associate Member of the Public Relations Society of America (PRSA), Cincinnati Chapter, 1992 to 1996.
- Job Referral Coordinator PRSA, 1992 to 1996.

EDUCATION

Western Kentucky University

Bowling Green, Kentucky

Bachelor's Degree in Public Relations with a minor Psychology

COLLEGIATE ACTIVITIES

Public Relations Student Society of America, Western Kentucky University Kelly Thompson Chapter

- National Liaison; Chapter Vice President; Chapter Public Relations Director; Chapter Fundraising Director; and Chapter Research Director.

Football Team, Western Kentucky University

- Defensive End

AWARDS

Football Team, Western Kentucky University

- Most Improved Defensive End

Public Relations Student Society of America, Western Kentucky University Kelly Thompson Chapter

- Most Outstanding PRSSA Chapter Member; PRSSA's East Central District Director's Citation for Outstanding Performance on National and District Levels; Outstanding Member; 110% Award