

ALICIA ROSE BELL

214.793.2352
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PROFESSIONAL SUMMARY

Leverage the expertise that has helped Fortune 500 and start-up corporations alike engage target media, inspire employees and boost customer interest. As an award-winning communicator specializing in business writing, marketing strategy and public relations, Alicia Rose Bell can help you define and articulate messages that get results.

AREAS OF EXPERTISE

- Business Writing
- Strategic Planning
- Project Management
- Executive & Employee Communications
- Publications/Newsletters
- Direct Mail Creation
- Collateral Development
- Event Management
- Public Relations
- Online Communications

PROFESSIONAL EXPERIENCE

MAR '04 – PRESENT ALICIA ROSE BELL COMMUNICATIONS MCKINNEY, TX

Principal

Independent communications consultant delivers full-range of marketing and public relations services, including business writing, editing, project management and communications planning. See www.aliciarosebell.com for details.

JAN '03 – MAR '04 AURUM TECHNOLOGY PLANO, TX

Senior Writer for Corporate Marketing

Created written materials to promote leading provider of IT services for banks and credit unions. Managed nationwide public relations efforts and directed agency activities. Researched, compiled and drafted clear content for Web sites, brochures, case studies, press releases, bylined articles and other associated documents. Also crafted compelling copy for direct mail pieces, sales letters and internal communications campaigns.

JUN '00 – JAN '03 ELECTRONIC DATA SYSTEMS (EDS) PLANO, TX

Marketing Communications Program Manager (7/2002 – 1/2003)

Managed external marketing and communications projects for telecommunications services and financial process outsourcing service lines. Projects included collateral, Web sites, direct mail campaigns, events and sales training programs.

Executive & Employee Communications Consultant (12/2001 – 7/2002)

Developed strategic plans and supported employee communications for organizational change initiatives. Leveraged multiple communications vehicles including e-mail and Web-based tools. Drafted executive messages to employees. Organized employee Town Hall event, broadcast live to more than 125 sites worldwide.

Marketing Communications Specialist (6/2000 – 12/2001)

Project managed external communications activities for financial outsourcing service line. Earned IABC Silver Quill Award in 2001 for "Cats Direct Mail Campaign," which generated more than \$12 million in sales. Also created content for eds.com, coordinated trade show participation, orchestrated client events, and managed development of internal Web sites.

JUN '99 – JUN '00

INTERVOICE-BRITE

DALLAS, TX

Public Relations Specialist

Managed international public relations efforts for \$250 million telecommunications company specializing in interactive voice response (IVR) systems and pre-paid wireless services. Directed agency team. Served as editor for *InterWay* quarterly customer newsletter. Produced online marketing content and assisted with redesign project for company Web site.

SEPT '98 – JUN '99

NATIONAL SEMICONDUCTOR (CYRIX)

DALLAS, TX

Marketing Communications Writer

Researched, wrote and organized promotions for microprocessor and semiconductor products through collateral, Web site, and channel advertising. Developed point-of-sale promotions. Served as content manager for cyrix.com Web site. Drafted white paper on National Semiconductor's role in the Information Appliances market. Wrote copy for seven-piece collateral suite to launch GXLV processor.

OCT '97 – SEPT '98

THE WILKINS GROUP

RICHARDSON, TX

Corporate Communications Specialist

Built telecommunications company's marketing department from the ground up using a combination of strategy, writing and design experience. Responsible for brochures, Web site content, public relations and trade shows. Implemented a go-to-market identity including logo development, font guidelines, and Pantone color palette for print and online promotion. Managed development of company's first exhibit booth and trade show schedule, and trained staff. Coordinated presence at Byron Nelson, ITEC Expo and other venues. Earned IABC Bronze Quill Award for writing and designing company's overview brochure. Successfully pitched an article highlighting the company and its owner to the *Dallas Business Journal*.

MAY '96 – OCT '97

DSC COMMUNICATIONS

PLANO, TX

Corporate & Employee Communications

Supported internal and external communications activities for leading telecommunications corporation. Served as editor for *MATRIX*, DSC's bimonthly internal publication serving 5,000 employees worldwide. Managed internal communications for National Quality Month and Teamwork campaigns. Assisted with writing press releases, updating media lists and other public relations activities.

PROFESSIONAL DEVELOPMENT

- Dallas International Association of Business Communicators (IABC) member
- 2003 Co-Director for Bronze Quill Awards Event

EDUCATION

- Bachelor of Arts *with honors*, 1997 – Southern Methodist University – Dallas, TX
Major: Corporate Communications & Public Affairs - *Minors:* English and Psychology

AWARDS

- IABC Silver Quill Award for "Cats Direct Mail Campaign," 2001
- IABC Bronze Quill Award for "The Wilkins Group Overview Brochure," 1998

PORTFOLIO

- Please visit www.aliciarosebell.com for samples and success stories.