

Tiana has amassed more than five years of experience in her career and has followed a linear career path with clear advances in responsibility and professional status. More than one page is necessary to lay out her advancement and numerous professional accomplishments. Tiana includes a brief description of each employer, adding further specificity to her achievements. This is particularly important to this career path, as specific industry experience is important in public relations. Presenting her linear work history in this way, Tiana is clearly prepared for the next step in her career.

**Tiana Rosa deLossi**  
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#### **EMPLOYMENT HISTORY**

**PR Account Manager**, Rogue & Partners, San Francisco, CA 06/03 to present  
Rogue & Partners is a lifestyle PR agency serving a wide range of internationally renowned brands, including **Diamond Hotels, Seasonale, and Astronica Wine Group.**

- Develop innovative campaign strategies by identifying message points, key media outreach, pitch points, and timelines
- Secure high-profile client coverage through local, national, and international media outreach; have landed exposure on two nationally syndicated talk shows, local news channels, and numerous national magazines
- Organize and host high-attendance media launch parties, managing all event logistics and promotion
- Maintain relations with account base through monthly reports and presentations and secure new accounts by leveraging existing contact relationships; have secured 5 key accounts
- Craft media documents, including press releases and press packs, strategically targeting client brands to specific markets

**Publicity & Marketing Manager**, Hot Iron Press, San Francisco, CA 11/01–06/03  
Hot Iron Press publishes award-winning illustrated lifestyle books that specialize in food, interior design, and gardening titles.

- Managed national publicity campaigns from concept to completion for major title releases
- Coordinated author tours, successfully booking high-profile national and local media coverage
- Designed creative mailing packets and press information for national dissemination
- Developed key new relationships with national lifestyle press and broadcast media through networking; built reputation through recognition for successful campaigns
- Maintained campaign efficiency and innovation by managing freelance publicists and designers

**Marketing & PR Officer**, Raza Communications Publishing, San Francisco, CA 08/00–11/01  
Raza is one of the world's largest publishers of television and film publications. The portfolio of titles includes the official magazines and books for many of the leading entertainment brands in the U.S.

- Successfully designed and implemented global corporate PR and marketing strategies using print and online media
- Developed and managed key international relationships with major media producers
- Performed market analysis and developed future publicity strategies with company directors

**PR Assistant**, Extreme Motors, San Rafael, CA 04/00–08/00 (contract)  
During my time with the company, I gained extensive experience interacting with all sectors of the media from a political, environmental, and lifestyle perspective. I also developed a better understanding of international public affairs and the corporate culture of an international business.

- Assisted in developing an emerging strategy to enhance company image
- Helped release product information to the press, coordinate major events, and create marketing collateral

**Managing Editor**, Auto Media Inc, San Rafael, CA 06/99–04/01  
Under my management, Auto Media became California's definitive automotive news and information source.

- Promoted to Managing Editor after only 3 months as Marketing Executive
- Increased readership by 500% per month
- Developed a 5-year business plan, aiding business development and revenue generation
- Designed a European launch strategy
- Created, commissioned, and managed site content and marketing material
- Wrote/researched news stories and live reports from national events