

INI TOMEU
64 Broad Reach, #610
Weymouth, MA 02191
(781) 340-6812

PROFILE

Corporate Communications Specialist with a strong background in community relations. Ten years of solid experience in public relations and media communications. Effective and persuasive presenter. Ability to converse in Spanish.

SUMMARY OF QUALIFICATIONS

- 10 years of PR experience, the last three in Corporate Communications
- Developed new community and public relations strategies
- Extensive experience in crisis management and dealing with sensitive media issues
- Coordinated media relations, serving as company spokesperson
- Effective team-building skills
- Ability to take initiative and lead
- Bilingual in conversational Spanish

PROFESSIONAL EXPERIENCE

MOTOROLA, INC., Boynton Beach, Florida

1994 to 1998

Motorola Loaned Executive to United Way (1997 to 1998)

- Coordinated Campaigns and set goals for Finance, Industrial and Media Divisions.
- Solicited Corporate Gifts from CEOs and executives of major South Florida companies.
- Developed strategies to kick-off new campaigns and improve existing campaigns.
- Supervised four United Way Loaned Executives.
- Delivered weekly presentations to top management and employees of area companies.

Community and Public Relations Manager (1994 to 1997)

- Prepared news releases, media advisories, company position statements, Q&As.
- Coached senior management as needed to prepare them for media interviews.
- Created, developed and managed six community action teams.
- Developed charitable giving program and served as liaison to the community.
- Implemented strategies, signature events/projects to enhance Motorola's community image as well as its brand name recognition.

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AMERICAN LUNG ASSOCIATION, West Palm Beach, Florida

1990 to 1994

Director of Communications

- Developed an aggressive media relations strategy resulting in increased exposure for the organization, its programs and services.
- Created a Communications Committee of media and marketing professionals.
- Produced organizational newsletters, brochures and annual reports.
- Developed news releases, radio/TV PSAs and other support material for all special events and programs, including a week long "Freedom from Smoking" series on the local NBC affiliate, WPTV NewsChannel 5.

AMERICAN CANCER SOCIETY, West Palm Beach, Florida

1988 to 1990

Communications Coordinator

- Prepared news releases, radio and TV Public Service Announcements.
- Established new relationships with local media, including health reporters.
- Assisted in preparation of agency newsletters and publications.
- Managed the Communications and Marketing Committee.
- Assisted in the production of TV spots for special events/projects.

LAKE WORTH HERALD, Lake Worth, Florida

1987 to 1988

Staff Writer

- Covered news stories for this weekly publication.
- Responsible for front page of Westward Observer Section.
- Acted as photographer when needed.

EDUCATION

Bachelor of Science in Public Relations
University of Florida, Gainesville, Florida.
PRSSA - Public Relations Student Society of America

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Coordinated Media Headquarters for SunFest, 1995-1998.
- Vice Chairman of National Media Pitching for SunFest, 1992-1994.
- Chairman, United Way Corporate Volunteer Council, 1996-1998.
- United Way Communications Committee, 1995-1998.
- Palm Beach County Literacy Coalition Communications Committee, 1997-1998.
- Association for Women in Communications, 1992-present; Publicity Chairman, 1992-1994.
- Worked with Boys and Girls Club to handle press coverage of President Bush Visit, 1998.

ADDITIONAL INFORMATION

- Free to travel
- References and portfolio available.

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CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

TEL. 349-4300
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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

July 26, 1999

To The Honorable, The City Council:

I am pleased to announce the appointment of Ini Tomeu as the Public Information Officer for the City of Cambridge effective August 2, 1999. A copy of her resume, outlining the experience she will bring to the City, is attached.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
attachment

Consent Agenda #7

54A

Relative to the appointment
of Ini Tomeu Public Inform-
ation Officer for the City of
Cambridge effective August 2,
1999

In City Council July 26, 1999

PLACED ON FILE