

Tom Fox-Sellers

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Objective

Public Relations Manager and Web Strategist

Personal Summary

Exploiting my enthusiasm, creativity, and experience, I would like to take a leadership role in defining and developing corporate messaging to better inform press, analysts, customers, shareholders, partners, employees, and other stakeholders.

Experience

2001-present Seagate Technology Scotts Valley, CA

Web Producer and Public Relations Manager

- Advised business partners on news-worthiness, trends, and processes to better communicate external and internal messages.
- Enhanced web strategy and executed plan for timely dissemination of corporate information to better serve key audiences.
- Improved Global Citizenship web presence to enhance company image with employees, investors, press and non-government organizations.
- Raised employee awareness of corporate strategy by writing content for company intranet.
- Developed SVP and VP presentations for quarterly pitches and industry events.
- Led effort to consolidate 12 internal-facing publications into a single web-based newsletter to ensure consistent messaging across international locations.

2001 eGain Communications Corp. Sunnyvale, CA

Public Relations Manager

- Set expectations and defined deliverables and timelines for product PR campaign.
- Brought daily PR activities in-house within two weeks of hire, including customer successes, editorial opportunities, and industry analyst communications.

1998-2001 The Santa Cruz Operation, Inc. Santa Cruz, CA

Public Relations Manager and Web Specialist

- Publicized time-sensitive acquisition news with less than 24 hours notice.
- Improved company visibility by writing corporate strategy and product press releases.
- Increased targeted web traffic by 40% after virtual newsroom redesign.
- Established new media contacts and identified web-based outlets for publicizing company news.
- Enhanced employee awareness of company news and strategy by writing weekly newsletter.

Education

University of California at Santa Cruz 1997
Bachelor of Arts, Philosophy

Skills, Tools and Memberships

- Member, PRSA, Silicon Valley Chapter.
- Microsoft Word, PowerPoint, Excel, Project and Visio. Adobe Acrobat and Photoshop; Macromedia Dreamweaver.
- Bacon's MediaMap; Biz360.