



Henry J. Russell

Public Relations Director

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Summary

Seven years of public relations experience supported by two decades of writing experience as well as strong proofreading and copy editing skills. Excellent verbal and written communication skills.

Experience

The Public Relations and Marketing Group, Patchogue, NY — 2008 to Present
Public Relations Director

The North Atlantic Review, Stony Brook, NY — 2008 to 2011
Poetry Editor

Suffolk Life Newspapers, Riverhead, NY — 2006 to 2008
News Reporter

HMP Communications, Malvern, PA — 2005 to 2008
Freelance Reporter

Cygnus Business Media, Melville, NY — 2001 to 2005
Managing Editor (2003-2005)
Associate Editor (2001-2003)

Testa Communications, Port Washington, NY — 2000
Assistant Editor

Wilten Business Media, Islandia, NY — 1999 to 2000
Proofreader/Copy Editor

Volt Information Sciences, Syosset, NY — 1993 to 1998
Trafficker (1996-1998)
Proofreader (1993-1996)

Anton Media Group, Mineola, NY — 1990 to 1993
Sports Editor

Education

St. Bonaventure (NY) University
Bachelor of Arts, Mass Communication

Memberships and Organizations

- Volunteer Baseball Assistant Coach, St. Patrick's Roman Catholic Church Little League Baseball Team (2010)
- Council Member, School-Business Partnerships of Long Island (2008-Present)
- Sponsored Member, IEEE of Long Island (2003-2005)
- Member, Montage Creative Writing Group (1998-2002)
- Member, New York State Sportswriters Community for Girls Sports (1991-1993)

Awards and Honors

- *Long Island Business News* Around 50 Award (2015)
- Volt Catch of the Month (1994)
- Suffolk County Wrestling Coaches Newspaper Man of the Year (1991)

Technical Skills

- Knowledge and ability to use Microsoft Office, Facebook, Twitter, InDesign, Dreamweaver, FrontPage, QuarkXPress and Adobe Acrobat.



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Skills

PUBLIC RELATIONS

Drafted press releases for nonprofit, law firm, hospitality, real estate and financial clients and sent to media outlets once approved. Made follow-up calls to media outlets to garner coverage. Set up interviews between reporters and clients. Contacted reporters and editors for story ideas. Took photographs at client events. Set up press conferences for clients and supplied press kits for media personalities who attended these events. Compiled newspaper, online, TV and radio clips and sent to clients. Attended trade shows and network meetings to build up client base.

FREELANCE WRITING

Wrote poems and short stories that were published in a local literary magazine. Worked as a freelance writer for a medical magazine covering the medical and scientific imaging industry aimed at cardiologists and heart specialists.

NEWS AND FEATURE REPORTING

Covered and wrote stories on town board meetings for weekly newspaper chain covering Suffolk County. Produced 10-15 articles per week. Reported on school, village and fire district budgets, explaining the size of the budget, the overall increase, financial impact per household and other issues. Wrote features on local nonprofit events and local residents who make a positive impact on the community. Covered more than 20 high schools as sports editor for newspaper chain covering Huntington Township and Nassau County. Wrote features on outstanding high school, collegiate and professional athletes. Attended sporting events and interviewed coaches and players afterwards.

BUSINESS-TO-BUSINESS WRITING

Wrote articles on latest trends addressing members of the printing ink, commercial and industrial security, medical and scientific imaging, machine vision, image fusion, military imaging, photonics and musical instrument retail markets. Interviewed DJs, sound engineers and nightclub designers for technical magazine covering the nightclub industry.

WRITING

Wrote movie summaries and trivia questions for cable companies' website.

PROOFREADING AND COPYEDITING

Proofread newsletters, newsletters, mailers and other collateral material for clients. Proofed and copyedited submissions for local literary magazine. Proofread and copyedited cable television guides for time zone, listings, names of movies and television shows, length of film, price and rating. Proofread camera-ready advertisements for major New Jersey-based automobile dealer. Proofread advertisements for phone company and checked for spelling, phone number, font, point size, layout, spacing and color.

LAYOUT

Made edits to articles on QuarkXpress and InDesign files. Laid out articles for cable company's online newsletter using FrontPage.

SOCIAL MEDIA

Posted announcements, press clips and press releases to clients' Facebook and Twitter pages.

TRAFFICKING

Delivered advertisements for the phone company to art, text entry, graphics, proofreading and final review departments. Packaged finished advertisements to 14 different sales offices in New York and Massachusetts. Logged out and signed off on all completed advertisements.