

Tanya Lenti | 10309 Calle Hermosa Pl. NW, Albuquerque, NM 87114 (505) 362-2692

www.tanyalenti.com tanya@tanyalenti.com

profile |

I'm a motivated, enthusiastic and highly organized professional with 15+ years of experience in the communications and marketing field seeking to grow professionally and personally with a well-respected organization.

work history |

Marketing Director, Albuquerque Publishing Company
October 2009 – December 2015

- Directed and implemented all marketing, promotional, sponsorship, and community relations efforts for the Albuquerque Journal and publishing company in general. This included internal and external communications, audience development and initiatives, contests, event marketing, trade agreements, and the fulfillment of major partnerships such as the Albuquerque International Balloon Fiesta. Cultivated new relationships with local media and community groups such as AGM Radio and UNM Athletics that led to increased exposure and revenue. Worked closely with a local advertising agency on a branding campaign that led to a 15% increase in readership. Solely responsible for all market and demographic research and development of marketing and sales collateral for the advertising staff. Worked closely with and provided creative direction to a team of graphic designers.

Marketing Coordinator, Albuquerque Publishing Company
July 1999 – October 2009

- Coordinated marketing, promotional and sponsorship efforts for the Albuquerque Journal and publishing company in general. Conducted tours of the Journal newsroom and presses for community and schools groups. Absorbed the Research Analyst duties and became responsible for market and demographic research.

Student News Writer, University Communications-New Mexico State University
May 27, 1998 – December 11, 1998

- Generated publicity for NMSU, the university's academic colleges, departments, and various programs by writing and sending out news releases to local, regional and national media outlets. Coordinated small media events and photo shoots. Wrote profiles for internal publications, marketing materials and NMSU's alumni newsletter.

Public Relations Intern, City of Las Cruces Public Information Office
June 2, 1997 – September 15, 1997

- Created internal and external publicity highlighting the City's efforts to establish a Quality Service Initiative. Gathered information by attending meetings, interviewing employees and management and by observing and evaluating the City's organizational culture.

education |

BA in Mass Communication and Journalism with a concentration in Public Relations
New Mexico State University – December 1998 (minor in Management)

Accolades/Affiliations: Dean's List; Crimson Scholar; Recipient of various scholarships; Member of Society of Professional Journalists

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professional skills |

- Ability to write press releases, features and radio/TV/print ad copy on deadline and under pressure.
- Knowledge of AP style, proofreading and copy editing procedures.
- Media planning and buying.
- Event planning.
- Experience with production and printing processes.
- Experience collaborating with a team of graphic artists on design concepts.
- Ease with using variety of computer software, including but not limited to Microsoft applications.

affiliations |

- Graduate, Connect New Mexico Class of 2011 – Leadership New Mexico
- Member, Newspaper Association of New Mexico
- Past member, Curriculum Committee 2013-2015 – Connect New Mexico/Leadership New Mexico
- Past member, Balloon Museum Foundation Marketing Committee
- Past member, Advertising Federation New Mexico
- Past board member, SafeTeen New Mexico
- Past committee member, HEROICS

references |

Available upon request.