

Senior Communicator in Chicago Seeks Opportunity

Edward M. Bury, APR is a senior communications professional/strategic thinker skilled in public relations, marketing and related disciplines. During his career, he has helped build brand for leading international commercial real estate association, and he has experience with agencies and corporations. He has proven strategic planning, project management and team-building skills and generated revenue and delivered projects within budget. He has outstanding written and oral communications and is fluent in Web 2.0 applications. Edward has developed and nurtured strategic alliances to reach goals and provide solutions. He currently is one of 5,000 PR professionals to hold Accreditation in Public Relations (APR). Edward is an active blogger and the principal at a communications consultancy serving real estate, mortgage and other businesses.

His most recent position was Senior Director of Public Relations at the CCIM Institute, a commercial real estate affiliate of the National Association of Realtors. Here are some highlights:

- Initiated and managed social media news release program to augment traditional media relations and heighten awareness for CCIM networking, education and membership programs.
- Developed podcast series to promote Institute real estate market reports, education advancements and membership activities. More than 30k downloads and growing.
- Built and maintained reciprocal partnerships with real estate industry associations and brokerage firms to build awareness for education and member benefits, secure no-cost prospect lists for marketing.
- Coordinated Institute participation at more than 50 industry trade events, including annual ICSC RECon convention with \$48k budget. Every event completed within established budgets.
- Executive producer and writer on four video projects to promote membership, education and annual symposium. Enhanced awareness, increased attendance and average savings of \$5k per video.
- Wrote jargon-free copy for collateral materials used by membership. Delivered message about Institute core values through clear, consistent communications and saved on outside copywriter.

Edward M. Bury, APR

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