

# David Lewis Rough Priestly

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## Teaching Experience:

**2/09-7/09 English Teacher Little Golden Star Kindergarten Xiamen, China**

- Teach Kindergarten's Chinese teachers English grammar and western-style teaching methods
- Work with children privately to help with English concerts and English singing competitions

**2/09-7/09 English Tutor Self-employed Xiamen, China**

- Help create and proofread overseas college entrance exams.
- Assisting in writing introduction letters for graduated students looking for jobs

**3/08-7/08 English Teacher Xiao Mao Kindergarten Shishi, China**

- Tutor Chinese colleagues so they can teach the children English on their own
- Established an after school program for students who excel in English class
- Work privately with struggling students

**9/07-2/08 Business English Teacher Self-employed Shanghai, China**

- Work with clients on business presentation English using Powerpoint
- Focus on improving students business English as well as how to handle foreign media

**8/07-12/08 English Tutor Self-employed Shanghai, China**

- Tutor students from 8-40 years old on topics such as grammar, math, and the environment
- Create a learning program that suites each students individual goals

**9/06-2/07 English teacher Wayne State University Detroit, Michigan**

- Hold night classes for Chinese students studying overseas at WSU
- Organize group trips to introduce students to American culture

## Public Relations & Marketing Experience:

**8/07-9/07 Public Relations Intern Delphi China Shanghai, China**

- Develop presentations for persuading potential customers
- Write articles for Apollo, Delphi's intranet source
- Proofread and edit articles and press releases

**9/06-7/07 Public Relations Assistant Detroit Institute of Arts Detroit, U.S.A.**

- Maintain media relations through the writing and online distribution of press releases, media alerts, and program listings.
- Increased weekly event listing coverage in some cases by a circulation of as much as 600,000.
- Make pitch calls to local newspapers with article ideas that would involve my organization's events.
- Coordinated media events.
- Maintaining list of media coverage.

**3/06-8/06 Marketing Internship The Henry Ford Detroit, U.S.A.**

- Performed marketing research to benchmark The Henry Ford with other national culture institutions.
- Maintained interpersonal relationships with corporate members.
- Performed copywriting for event programs and advertisements.
- Managed volunteer activities.

**7/04-8/06 Event planner King's Brewery Detroit, U.S.A.**

- Researched entertainment options and negotiated performance length and payment.

**5/03-10/03 Entertainment Promoter Club Evolution Melbourne, Australia**

- Increased revenue with 35 additional patrons per week with repeat patronage through effective networking in academic and residential communities.
- Attended meetings to develop strategies to increasing patronage.

**3/01-6/01 Concert Promoter Def Jam Recordings Tokyo, Japan**

- Marketed key entertainment events to local and foreign community.
  - Negotiated promotional displays with private companies.
  - Face-to-face marketing with general public.
  - Targeted high probability customers based on demographics and socialization patterns.
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**International Experience:**

Seven years in Asia Pacific, building cross-cultural relationships through work and study.

- Household management while in residence with people from Australia, Chile, Mexico, Norway, and the Netherlands.
- Traveled to nearly 20 countries including China, Germany, Greece, Indonesia, Ireland, Nepal, Sweden and Thailand.
- Leadership responsibilities in high school as class president, football, wrestling and track team captain (over 80 countries represented at school).

**Language:**

Japanese-Conversational

Mandarin Chinese-Conversational

\*Studied Mandarin in China at Xiamen University and Jiao Tong University

**International Education:**

The American School in Japan, Tokyo, four years of high school

Monash University, Melbourne, Australia, one year of college

Jiao Tong University, Shanghai, China

Xiamen University, Xiamen, China

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**Education:** Wayne State University  
**Bachelor of Arts in Public Relations**  
Minor in Asian Studies

Detroit, Mich. USA

**Graduated: May 2007**  
**3.5 overall GPA**

**Relevant Coursework:** public relations campaigns, public relations writing intensive, business presentations, journalistic style and grammar, newsletters and corporate publishing

**Awards:**

**2007** Public Relations Student Society of American (PRSSA) Activity Award

**Activities:**

**2007** Wayne State University PRSSA Alumni Luncheon organizer

- Raised nearly \$5,000 in corporate sponsorships for the event through direct mail, e-mail and telephone correspondence.
- Created sponsor recognition through the use of printed materials.
- Over 100 students and professionals in attendance.

**2006-2007** Vice President of PRSSA at Wayne State University

- Organized fundraiser at local restaurant which had over 30 attendees and raised several hundred dollars.
- Wrote for the bi-yearly newsletter *The Salute*.

**2000-2006** DJ supply musical entertainment customized to fit multicultural audiences

**2001-2002** Volunteer youth wrestling coach

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**References:**

Annmarie Erickson	Vice President of Marketing & Museum Programming, Detroit Institute of Arts <a href="mailto:aerickson@dia.org">aerickson@dia.org</a>	313-833-7964
Scarlett Liu	Public Relations Manager Delphi China Communications <a href="mailto:scarlett.liu@delphi.com">scarlett.liu@delphi.com</a>	+86 (21) 2896-8866
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