

PUBLIC RELATIONS SPECIALIST

Summary

Dedicated Communication Specialist with extensive experience in media relations and special event planning. Areas of expertise include writing for many audiences, public policy analysis and managing multiple priorities.

Highlights

Superb writer and editor

Trained in media relations and crisis communication

Print and electronic media

Deadline-driven

Exceptional problem solver

Compelling public speaker

Exceptional writing skills

Event planning

SEO knowledge

Microsoft Office Suite

WordPress

Adobe Photoshop

Quark XPress

InDesign

Final Cut Pro

- Skilled multi-tasker
- Focused and driven
- Dedicated team player
- Positive attitudeExcellent communicator
- Firm grasp of Associated Press Stylebook
- Social media communication (ie: Facebook, Twitter, LinkedIn, Ello, Women.com, Instagram, tsu, MySpace, Google+)

Accomplishments

Communicated with the public, elected officials, media and employees.

Ran communications and public relations efforts on hundreds of projects with minimal budgets.

Developed and implemented an innovative internal communications strategy to improve employee engagement through strategic messaging.

Experience

Public Relations Specialist

March 2012 to January 2014 Company Name i¼ City , State

- Created position - took over duties from PR agency
- Promoted the plan to media, Health Plan members and the public
- Updated and monitored social media communication and website
- Wrote and implemented yearly Public Relations and Social Media plans
- Arranged sponsorships of area events, promotion and event planning
- Coordinated and implemented community relations programs and charitable events

Tracked negative communication about the organization on websites and blogs and developed strategies for addressing it.

Devised optimal communications strategies to reach target audiences.

Planned and publicized events, including negotiating vendor contracts.

Developed and implemented communication strategies and information programs.

Communication Officer

January 2005 to August 2010 Company Name i¼ City , State

- Hired into newly-created position to develop PR function

- Communicated with the public, elected officials, media and employees
- Wrote and distributed all press releases, speeches, newsletters and collateral material
- Planned and executed press conferences
- Trained executive staff on media relations. Prepared and briefed officials and staff prior to media interviews.
- Created and maintained Facebook and Twitter presence
- Analyzed public policy issues
- Wrote letters on commissioners' behalf to governor, federal, and state agencies
- Developed multi-media events, later uploaded video to website
- Assisted with planning and executing community meetings
- Created and implemented yearly Communication Plan
- Managed crisis communications, securing [Number] media articles and editorials in support of the company.
- Edited and revised all marketing content to guarantee the highest quality of writing.
- Established effective working relationships with clients, government officials and media representatives.
- Wrote and edited company whitepapers, emails, newsletters and web content.
- Developed a brand identity, including a distinctive graphic style and tone, for all company communications.
- Wrote [Number] press releases and media advisories per week.
- Tracked negative communication about the organization on websites and blogs and developed strategies for addressing it.
- Devised optimal communications strategies to reach target audiences.
- Planned and publicized events, including negotiating vendor contracts and designing promotional materials.

Marketing/Comm

December 1998 to October 2004 Company Name 1/4 City, State

- Took over newly-created position from Public Relations agency
- Wrote and distributed all press releases, and responded to calls from media, including CNN and Associated Press
- Managed all marketing and communication for the hospital and its clinics, including design and placement of advertising, plus media and public communication
- Trained administrative and line staff in media relations, prepped and briefed staff members prior to media interviews
- Designed and wrote newsletters, brochures, direct mail pieces and other collateral materials
- Wrote and developed internal communication to staff, including unionized staff
- Coordinated the hospital's website
- Provided strategic and marketing advice to Senior Leadership team, board and physicians
- Created and executed yearly Marketing Plan, Communication Plan and departmental budget
- Planned and executed hospital open houses and educational events
- Managed Marketing/Communication staff and volunteers as needed

Managed crisis communications, securing [Number] media articles and editorials in support of the company.

Edited and revised all marketing content to guarantee the highest quality of writing.

Managed company's formal employee communications system to distribute company news and critical information.

Wrote newsletter marketing copy and presentation materials for special projects.

Established effective working relationships with clients, government officials and media representatives.

Wrote and edited company whitepapers, emails, newsletters and web content.

Developed a brand identity, including a distinctive graphic style and tone, for all company communications.

Wrote 3-10 press releases and media advisories per week.

Devised optimal communications strategies to reach target audiences.

Evaluated advertising and promotion programs for compatibility with public relations efforts.

Edited and distributed press releases and pitches to local and national media outlets, securing positive coverage in multiple publications.

Wrote and designed effective sales communications collateral.

Planned and publicized events, including negotiating vendor contracts and designing promotional materials.

Wrote, designed and edited newsletters, flyers, web content and CEO presentations.

Managed internal communications, including production and management of print and electronic newsletters.

Reporter/Editor

December 1992 to May 1998 Company Name i¼ City , State

- Researched and wrote news stories and editorials
- Copy edited other reporters' stories for grammar, spelling and accuracy
- Worked with Associated Press to provide them with photos and/or news stories
- Designed and laid out daily pages, including the editorial page
- Photographed various events, from news to sports and edited photos
- Responsible for managing the newsroom and other reporters in the editor's absence
- Wrote factually correct, concise and engaging news stories within tight deadlines.
- Gathered and verified factual information regarding stories through interviews, observation and research.
- Introduced fresh and new angles on previously-reported material to update and inform readers.
- Networked with various industry leaders and experts to gather multiple perspectives on issues.
- Captured visual content and edited general assignment stories for print
- Covered breaking news such as murder trials and fatal auto crashes.
- Simplified topics such as healthcare, energy, government and technology through clear, concise and compelling writing.
- Wrote 3-7 news stories per day for print.
- Reported and penned front-page breaking news stories and provided real time updates online.

Education

Master of Communication and Leadership : Communication and Leadership Studies , 2015 Gonzaga University i¼ City , State , USA

Expected completion: fall, 2015

Will complete Certificate in International Media summer, 2015

Built cross-cultural competence through study abroad opportunities

Problem-solving skills, analytical ability and adaptability

Bachelor of Science : Communication , 1992 Oregon State University i¼ City , State , USA

Bachelor of Science Degree; Communication

Presentations

Planned and executed multiple press conferences.

Planned, wrote and created first-ever State of the County Address, a multi-media presentation for an audience of 300, as well as three subsequent addresses.

Created yearly Power Point presentation which the CEO presented at Chamber of Commerce meetings.

Wrote speeches for CEOs and commissioners to present at ribbon cuttings and other community events.

Skills

Public Relations, Media Relations, PR, Advertising, Marketing, Budget, Direct Mail, Marketing Plan, Public Policy, Community Relations, Event Planning, Adobe Photoshop, Content Management Systems, InDesign, Microsoft Office, Ms Office, Operations, Photoshop, Quark XPress, Training, Video Production