

PUBLIC RELATIONS SPECIALIST

Professional Summary

Public relations and communications specialist adept at media relations, special events coordination, issues management and community relations.

Skills

- Deadline-oriented
- Strong creative vision
- Event planning
- Strong communication skills
- Media relations
- Communications management
- Natural leader
- Creative writing
- Diversity trainer
- Strategy development
- Public Relations
- Information gathering

Work History

Public Relations Specialist , 09/2019 to Current

Company Name " City , State

- Generated and implemented media pitches for clients in Entertainment, Medical, Fitness, and Tech Industry
- Communicated with media weekly to build relationships and optimize press coverage
- Developed campaigns to increase public awareness of company and engage customers
- Coordinated press releases and handled press inquiries for the company
- Forged strong media relationships to further public relations goals
- Wrote press releases for routine use and crisis management

Contributing Writer and On Camera Host , 08/2011 to Current

Company Name " City , State

- Conducted extensive research on Entertainment and wrote several long-form pieces
- Networked with various industry leaders and experts to gather multiple perspectives on issues
- Wrote and produced compelling investigative and human interest stories about celebrities and iconic news subjects
- Captured and reported post-show recaps, highlighting successes and opportunities for improvement
- Traveled to location to write and report firsthand experience
- Introduced fresh and new angles on previously-reported material to update and inform readers
- Lead camera host for www.presspassla.com
- Excelled within on-call journalism positions, blending experience and passion to ensure timely and comprehensive reporting
- Interviewed high profile guests in the entertainment and sports industry
- Wrote factually correct, concise and engaging news stories within tight deadlines
- Researched potential news or feature stories for timely and quality distribution to public
- Managed competing deadlines with efficiency
- Completed thorough research into assigned topics
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content
- Followed through on beat sources, contacts and leads to gather information for stories
- Applied understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories

Director of Operations , 08/2003 to 08/2018

Company Name " City , State

- Supervised over 200 stamping and assembly employees to maximum productivity, at multiple locations
- Reduced project downtime and oversaw safety and various certification processes
- Developed and deepened relationships to form lasting and loyal partnerships
- Hired, coached and trained staff and monitored performance and offered mentoring to junior team members
- Limited financial discrepancies, reviewing and approving billing invoices and expense reports
- Assisted with executive decision-making and strategy planning, initiating productive relationships with management teams and serving as the key contact for various personnel issues
- Directed safety operations and maintained clean work environment in adherence to FDA and OSHA requirements
- Grew the business by creatively driving sales and maintaining cost controls
- Drove sales by effectively managing several multi-units within the facility
- Built customer and employee loyalty and effectively implemented operational strategies
- Delegated assignments based on site plans, project needs and knowledge of individual team members
- Collaborated with management, technical crew members and fellow supervisors to organize efficient site operations and achieve demanding schedule targets
- Boosted team productivity through contests and incentives for staff

Education

Bachelor of Arts : Communications Fayetteville State University - City , State

- Graduated with a 3.8 GPA

- Member of Alpha Kappa Alpha Sorority
- Graduated summa cum laude
- Member of Alpha Psi Omega Honor Fraternity
- Majored in Speech/Communications And Theater
- Minored in Biology

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