

PUBLIC RELATIONS & MARKETING PROFESSIONAL

3+ years of experience creating impactful media strategies and compelling content for high-profile clients

Adept at boosting client engagement and media presence through digital storytelling and strategic communications. Recognized for outstanding performance and creativity during an internship at ICR, where client implemented PR campaign and received an award in a competitive evaluation. Proven track record in enhancing brand visibility and influence across digital platforms.

EXPERIENCE

Vested Graduate Associate | Vested Communications | New York City July 2024-Present

- Supported 5+ high-profile client campaigns by conducting media monitoring, research, and crafting pitches that improved media engagement by 15%.
- Wrote and tailored pitches that directly contributed to securing media placements for clients in top industry outlets.
- Managed media contact databases using Muck Rack, streamlining team workflows for more efficient media outreach.

Marketing Insights PR Intern | Brilliant PR & Marketing | Scottsdale, AZ Jan 2024-May 2024

- Enhanced client engagement by 25% and increased media presence by deploying strategic digital media tools.
- Managed and successfully delivered over 10 high-profile projects, maintaining 100% adherence to budget and schedule constraints.

PR Intern: Special Situations/Crisis | ICR - Strategic Communications & Advisory | New York, NY Jun 2023-Aug 2023

- Awarded for the best PR campaign in an intern competition, subsequently adopted by a major restaurant chain client to enhance their public image for their IPO listing.
- Boosted client media exposure 30% through effectively orchestrated press releases and media outreach strategies.

PR & Marketing Intern | Level the Playing Field | Chapel Hill, NC Oct 2021-Jan 2024

- Led a PR and marketing campaign that resulted in a 100% increase in organizational reach and engagement, attracting significant corporate sponsorships.
- Created and implemented branding and promotional materials that were instrumental in securing a 50% increase in client campaign visibility.
- Completely revamped the organization's digital footprint, redesigning the social media platforms, website, and logo to modernize and enhance brand consistency across all channels.

SKILLS

- Digital & Video Design/Editing:** Adobe Creative Suite, iMovie, Canva
- Productivity Tools:** Microsoft Office, Google Workspace, Slack, Asana, Zoom
- Social Media Platforms:** Instagram, Twitter/X, Facebook, LinkedIn, TikTok
- Communication:** Proficient in cross-platform communication strategies, crisis management and media relations

EDUCATION

BA, Advertising, Public Relations & Applied Communications, May 2024  
GPA: 3.7 | Dean's List | Hayden B. Renwick Scholar

Balanced full-time courseload with year-round part-time employment and paid internships

University of North Carolina at Chapel Hill