

PAUL WEIL

PUBLIC RELATION OFFICER

WORK EXPERIENCE

Public Relations officer 2015-09 - Present
PwC Digital

- Planning publicity strategies and campaigns.
- PR campaigns/social media campaigns/writing articles and designing visual graphics.
- Managing and training interns.
- Manage social media account.
- Create, curate, and manage published content.
- Compile reports for management showing results (ROI).
- Create strategic messaging on social media to grow our community.
- Working together with the Independent media group social media and audience development delegate to draw up and implement strategies to tap into potential markets and possible sale opportunities.
- Designing social media strategies to achieve marketing targets.
- Managing, creating and publishing original, high quality content on social platforms.
- Administering all company social media accounts to ensure up-to-date content.

Public Relation Officers 2011-10 - 2015-08
McCann

- Created and curated engaging content.
- Communicated and build relationships with current or prospect clients.
- Created and distributed press releases.
- Assisted in administrative duties.
- Built and updated media lists and databases.
- Scheduled, coordinated and attended various events.
- Performed research and market analysis activities.
- Written and produced presentations and press releases.
- Tracked social media performance and content coverage for clients.

Public Relations intern 2006-01 - 2011-09
Ogilvy

- Submitted and ensured the processing of all types of applications and paperwork to the local government bodies, including but not limited to visit visas, employment or residence visas, car registrations, Trade License, labor permits, export license, economic license, foreign license, etc.

EDUCATION

BA in Economics 2002 - 2005
Yale University

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SUMMARY

Extremely talented, self-motivated, enthusiastic public relation officer who has a passion for working with the public in a fast-paced working environment, highly skilled in persuasive communication and relationship management to achieve objectives across all levels with having great understanding of organizational boundaries. My previous experience in public relations has developed a number of skills including the analytical and detail-oriented professional experience of coordinating, planning, and supporting daily operational and administrative functions. Competent team builder who demonstrated success in improving the image of the institution, accomplished through planning and implementing strategies, initiatives, creative ideas.

SKILLS

Creativity

Communication

Digital Strategist

Problem-Solving Skills