



AVA MCGEE

PUBLIC RELATIONS SPECIALIST • RYE, NY 10528, UNITED STATES • (917) 302-8493

• DETAILS •

403 Equestrian Lane
Rye, NY 10528
United States
(917) 302-8493

ava_wwmcmcge77@gmail.com

• SKILLS •

- Media Relations Strategies
- Campaign Management
- Client Relationship Management
- Brand Management
- PR Performance Metrics
- Data Analysis

• LANGUAGES •

- English
- French
- Spanish

• PROFILE •

Dynamic public relations specialist with 5+ years of industry experience and a fresh perspective on effective PR communications. Committed to working with clients to create unique and specialized PR strategies that support their goals.

• EMPLOYMENT HISTORY •

Public Relations Specialist at Bett and Rothchild Communications, New York
August 2019 — March 2022

- Created strategic PR campaigns to address the specific needs of clients.
- Helped clients to clearly communicate with the media during events.
- Saw a 12% increase in new accounts due to effective social media outreach.
- Assisted clients in building and maintaining positive identities and reputations.
- Helped clients in all aspects of brand management and media relations.
- Communicated with clients regarding media requests and issued statements when appropriate.
- Established and fostered positive relationships with media representatives across news outlets.
- Calmly and effectively handled crisis communications in a way that best served the client.

Public Relations Assistant at New World Public Relations, New York
August 2017 — July 2019

- Worked to consistently support the Senior Vice President and Public Relations Director.
- Coordinated press mailings and assisted with all campaign and event matters.
- Identified and evaluated media outlets and contacts.
- Prepared media materials including press releases and marketing kits.
- Assisted with strategic messaging and social media campaigns.

• EDUCATION •

Bachelor of Arts in Communications, Hartwick College, Oneonta, NY
September 2013 — May 2017

• REFERENCES •

Lucy DiNardo from New World Public Relations
dinardo@newworldpr.com 212-554-3288

Michael Bett from Bett and Rothchild Communications
mbett@bettandrothcomm.org 212-438-3299

Elliana Helmsworth from New York Times
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