

# MICHELLE SANDERS

## Public Relations Officer

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## MY LIFE PHILOSOPHY

Effective communication is the key to building strong relationships and achieving successful outcomes.

## SUMMARY

Passionate and results-driven Public Relations Officer with 3+ years of experience in developing and executing comprehensive media and public relations strategies. Skilled in crafting compelling press releases, managing media coverage, and building positive relationships with stakeholders. Strong problem-solving abilities and attention to detail. Proficient in English (5/5) and Spanish (4/5). Bachelor of Arts in Communication from the University of California, Berkeley. Most proud of leading award-winning campaigns and community engagement initiatives. Excited to bring my expertise to Sysdig and contribute to the company's mission of securing the cloud and driving brand awareness.

## STRENGTHS

### Communication

Proven ability to effectively communicate ideas and information, resulting in increased collaboration and successful project outcomes.

### Problem-solving

Strong problem-solving skills with a track record of analyzing complex issues, developing strategic solutions, and implementing effective plans of action.

### Relationship-building

Exceptional interpersonal skills, fostering positive relationships with clients, team members, and stakeholders to drive project success.

## EXPERIENCE

### Public Relations Officer

#### Sysdig

2022 - Ongoing | San Francisco, CA

Managed media and public relations strategies to increase brand awareness for Sysdig and its open source projects. Developed high-quality press releases and communication materials. Collaborated with cross-functional teams on media opportunities. Prepared spokespeople for interviews. Led award submission program.

- Developed comprehensive media and public relations strategies resulting in a 20% increase in brand awareness.
- Produced high-quality press releases and communication materials, resulting in a 15% increase in media coverage.
- Managed inbound media requests and prepared spokespeople for interviews, resulting in increased positive exposure.
- Led award submission program, resulting in recognition and acknowledgment from industry leaders.