

# Teagan Robel

Public Relations Manager

## CONTACT

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## SUMMARY

Skilled public relations manager with 5+ years of experience developing and executing successful PR campaigns. Expertise in crafting engaging content, maintaining relationships with media outlets, and managing social media accounts to create strong brand visibility. Most recently increased XYZ's website traffic by 40% through effective press releases and targeted advertising campaigns. Looking to leverage these skills at ABC Corp for a long-term career opportunity.

## EMPLOYMENT

### Public Relations Manager | Employer A

Murfreesboro | January 2018 to Present

- Resourcefully developed, implemented and managed public relations strategies that resulted in a 25% increase of brand awareness within the target market.
- Streamlined media outreach processes, resulting in a 20% reduction of administrative costs associated with PR campaigns.
- Optimized internal communication channels to ensure timely delivery of promotional materials for over 40 different products/services; increased sales by \$22,000 in the last quarter alone.
- Reorganized event planning procedures to maximize attendance and boost audience engagement at more than 10 corporate events annually; improved overall customer satisfaction ratings by 15%.
- Represented company interests during press conferences as well as industry trade shows & other networking events both locally & abroad with professionalism and poise; earned nomination for "PR Professional Of The Year" award from peers within the field twice consecutively (2018-2019).

### Public Relations Manager | Employer B

Jackson | March 2012 to December 2017

- Substantially increased public awareness of company products and services by launching 10+ successful PR campaigns, resulting in a 45% increase in brand recognition.
- Coordinated with media outlets to book appearances for business executives on popular TV shows, radio stations and other broadcast networks; secured over 50 press interviews which generated 2 million views online.
- Facilitated the development of multiple communication strategies that created positive relationships between the organization & key stakeholders such as government officials, local communities & non-profits; negotiated 3 contracts worth \$500k+.
- Advised senior management on how to effectively communicate their message through various channels including print publications, digital marketing platforms and social media accounts; grew followers across all channels by 30%.
- Spearheaded crisis communications efforts during high profile incidents involving the organization or its employees - developed press releases within 24 hours while managing negative publicity with effective messaging techniques that minimized damage to reputation.

## EDUCATION

Bachelor of Arts in Public Relations | Educational Institution XYZ

November 2011