

Emily Prosser

PR Specialist

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Managed multiple PR and marketing annual budgets from \$5,000 to \$300,000. Helped increase clients' annual sales by up to 40%.

Personal Info

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WWW

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LinkedIn

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Twitter

twitter.com/emmyprosser55

Skills

Press releases	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Media relations	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Advanced</div>
Crisis management	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Advanced</div>
Facebook marketing	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Intermediate</div>
Creative writing	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>

Languages

Spanish	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Bilingual</div>
Chinese	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Intermediate</div>

Experience

2013-03 - present	<div><div>Senior PR Specialist</div><div>Berkadia, Ambler, PA</div><div><div><div>• Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.</div><div>• Supervised the external communications team in securing leads in top media outlets in the US and in international media.</div><div>• Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.</div><div>• Reviewed all forms of communication prior release.</div></div><div>Key achievement: 100% efficiency in meeting the external communications department's projects' milestones and goals.</div></div></div>
2009-06 - 2013-03	<div><div>PR Specialist</div><div>Adidas, Boston, MA</div><div><div><div>• Created and maintained lists of media contacts.</div><div>• Researched opportunities across online media channels.</div><div>• Produced product pitches and press kits.</div><div>• Responded to media inquiries and supported event organization</div></div><div>Key achievement: Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products - grew Facebook fan base from 0 to 12,000 in 4 months, gained 35,000 Instagram followers in 3 months.</div></div></div>
2008-08 - 2009-06	<div><div>Junior Communications Specialist</div><div>SAP, Newton Square, PA</div><div><div><div>• During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.</div><div>• Helped keep PR storage areas organized and the resources easily accesible, assisted in office administration activities.</div><div>• Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.</div><div>• Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.</div></div></div></div>

Education

2007-09 - 2008-07	<div><div>MA in Social Communications, specialization in PR and Media Marketing</div><div>University of Pennsylvania, Philadelphia, CA</div></div>
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