



# AVA MCGEE

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

## • DETAILS •

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United States  
(917) 302-8493

[ava\\_wwmcmcgeee77@gmail.com](mailto:ava_wwmcmcgeee77@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](mailto:dinardo@newworldpr.com) 212-554-3288

Michael Bett from Bett and Rothchild Communications  
[mbett@bettandrothcomm.org](mailto:mbett@bettandrothcomm.org) 212-438-3299

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