

# PETER CONNOLLY

## Public Relations Manager

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### SUMMARY

Experienced Public Relations Manager with a proven track record of building strong media relationships and increasing brand visibility in the financial services and tech industries. Skilled in developing and executing strategic PR campaigns, securing media coverage, and managing crisis communications. Excellent communication skills and a strategic thinker with a meticulous attention to detail. Passionate about driving brand recognition and thought leadership. Bachelor's Degree in Communications from the University of ABC. Proficient in media relations, press release writing, social media management, and event planning. Managed successful product launches resulting in increased sales and built meaningful connections with key stakeholders. Ready to bring enthusiasm and expertise to help further Techstars' mission and elevate its brand in the venture capital industry.

### EXPERIENCE

#### Public Relations Manager

ABC Financial Services

2022 - Ongoing | Connecticut

Developed and executed public relations strategies resulting in 30% increase in brand visibility and media coverage. Built strong relationships with journalists and influencers, resulting in publication of 50+ articles and features. Drafted press releases and managed crisis communications.

- Increased brand visibility by implementing targeted PR campaigns and securing media coverage
- Developed and maintained relationships with key media contacts resulting in consistent media placements
- Managed crisis communications, ensuring proactive and effective response to media inquiries
- Drafted and edited press releases, articles, and other PR materials

#### Public Relations Specialist

XYZ Tech

2017 - 2022 | New Jersey

Led public relations initiatives to build brand recognition and thought leadership in the tech industry. Secured speaking opportunities for executives at major conferences and events. Developed and executed media relations strategies resulting in a 40% increase in press coverage.

- Implemented strategic PR programs to enhance brand visibility in the tech industry
- Secured speaking opportunities for executives at industry conferences and events
- Managed media relations, resulting in a significant increase in press coverage
- Created engaging press releases, articles, and blog posts

### MY LIFE PHILOSOPHY

Good PR is about building relationships, telling stories, and creating meaningful connections that leave a lasting impression.

### STRENGTHS



#### Strategic Thinker

Demonstrated ability to think strategically and develop impactful PR campaigns. Developed innovative approaches to target key audiences resulting in increased brand visibility and media coverage.



#### Exceptional Communication Skills

Strong written and verbal communication skills, allowing for effective storytelling and engagement with various stakeholders. Successfully delivered key messages to internal and external audiences.



#### Detail-Oriented

Meticulous attention to detail, ensuring accuracy and precision in all communication materials. Consistently produced error-free content and monitored media coverage for accuracy.

### SKILLS

#### Media Relations

#### Strategic Communications

#### Press Release Writing

#### Crisis Communications

#### Social Media Management

#### Content Creation

#### Event Planning

#### Brand Marketing