

# Emily Prosser

## PR Specialist

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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%.

## Experience

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**2013-03 - present**

### Senior PR Specialist

*Berkadia, Ambler, PA*

- Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.
- Supervised the external communications team in securing leads in top media outlets in the US and in international media.
- Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.
- Reviewed all forms of communication prior release.

**Key achievement:** 100% efficiency in meeting the external communications department's projects' milestones and goals.

**2009-06 - 2013-03**

### PR Specialist

*Adidas, Boston, MA*

- Created and maintained lists of media contacts.
- Researched opportunities across online media channels.
- Produced product pitches and press kits.
- Responded to media inquiries and supported event organization

**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.

**2008-08 - 2009-06**

### Junior Communications Specialist

*SAP, Newton Square, PA*

- During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.
- Helped keep PR storage areas organized and the resources easily accesible, assisted in office administration activities.
- Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.
- Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.

## Education

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**2007-09 - 2008-07**

### MA in Social Communications, specialization in PR and Media Marketing

University of Pennsylvania, Philadelphia, CA