

CRAWFORD EMARD

Experience

PR Specialist

Dallas || PR Specialist || 06/2012 – present

- Arranged and conducted programs to keep up contact between organization representatives and the public
- Built relationships with customers and communicating promotional services
- Communicated with the public on behalf of companies, organizations or governments.
- Conducted extensive media outreach.
- Coordinated conference, trade shows, and press interviews.
- Coordinated scheduling and logistics.
- Copyedited, proofread, and revised communications.
- Created company literature and other forms of communication.
- Created marketing and promotional materials, both print and electronic.
- Developed marketing communications campaigns.
- Developed promotional marketing materials and partnered with visual merchandising for alignment of materials
- Identified new opportunities and efficient innovations
- Kept accurate and timely records of event traffic, production, and inventory
- Kept the public informed about the activities of government agencies and officials
- Managed information.
- Planned and delivered education courses and materials.
- Planned conventions
- Prepared agendas and conducted research.
- Prepared annual reports and write proposals for various projects
- Prepared press releases and contacted people in the media who might print or broadcast their material
- Promoted products and services through public relations initiatives.
- Represented employers at community projects
- Researched media coverage and industry trends.
- Worked with advertisers for timely and useable ad submissions
- Worked with the Marketing Manager and key accounts to integrate PR campaigns with customer promotions

Education

Pratt Institute

2009 – 2012