



CHRISTINA BOWELS

PUBLIC RELATIONS SPECIALIST

As a driven and creative public relations specialist with over 5 years of experience, I am seeking a challenging position in a dynamic and fast-paced environment. I am committed to delivering results that exceed expectations in developing and executing strategic communication plans, managing media relations, and building strong relationships with stakeholders.

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PA, USA

SOFT SKILLS

- ✓ Communication
- ✓ Organization
- ✓ Active listening
- ✓ Patience
- ✓ Empathy
- ✓ Customer Service
- ✓ Conflict Resolution
- ✓ Time Management
- ✓ Negotiation
- ✓ Emotional Intelligence

HARD SKILLS

- ✓ Excel
- ✓ Word
- ✓ InDesign
- ✓ Photoshop
- ✓ Google Docs
- ✓ Google Sheets
- ✓ Google Analytics
- ✓ LinkedIn
- ✓ Instagram
- ✓ TikTok
- ✓ Facebook/Ads

LANGUAGES

English

French

Spanish

INTERESTS

- ✓ Tennis
- ✓ Yoga
- ✓ Illustration
- ✓ Literature

SKILLS SUMMARY

RESEARCH

- Conduct thorough research on brands and competitors to develop a comprehensive analysis, resulting in effective positioning and brand voice.
- Perform in-depth research on consumer behavior, and market insights to provide clients with data-driven recommendations for PR campaigns and strategies.
- Stay up to date with industry trends and best practices in PR to continuously improve strategies and tactics.

WRITING

- Able to create compelling content for press releases and media pitches.
- Craft engaging and effective messaging for +5 communication channels, including email newsletters, social media posts, and website content.
- Write thought-provoking speeches and talking points for +10 executives to deliver at public events, resulting in improved brand reputation.

SOCIAL MEDIA

- Develop and implement social media strategies that align with the client's image, PR goals, and target audience, resulting in a 25% increase in brand awareness.
- Create and curate visually compelling and shareable social media content, including images, videos, and infographics, that raised engagement by 30%.
- Utilize social media analytics tools to measure the effectiveness of social media campaigns, track KPIs, and provide recommendations for optimization.

EDUCATION

20XX - 20XX **Communications Master's**
Penn State University
Pennsylvania, US

20XX - 20XX **Public Relations Bachelor's**
Penn State University
Pennsylvania, US

CERTIFICATES

20XX - 20XX **Google Analytics**
Google Academy
Remote