

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

- 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 accessible, 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

- 2007-09 - 2008-07** **MA in Social Communications, specialization in PR and Media Marketing**
University of Pennsylvania, Philadelphia, CA

Skills

Press releases		Excellent
Media relations		Advanced
Crisis management		Advanced
Facebook marketing		Intermediate
Creative writing		Excellent

Languages

Spanish		Bilingual
Chinese		Intermediate