

# Emily Prosser

## PR Specialist

 542 Byers Lane  
Philadelphia, PA 19019  
USA  
 215 837 0553  
 emily.prosser@gmail.com

 [emily-insights.com](http://emily-insights.com)  
 [linkedin.com/in/emily-margaret-prosser](https://linkedin.com/in/emily-margaret-prosser)  
 [twitter.com/emmyprosser55](https://twitter.com/emmyprosser55)

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*