

Emily Prosser

PR Specialist

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%.

Personal Info

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Skills

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

Languages

Spanish	■■■■■	Bilingual
Chinese	■■■■■	Intermediate

Experience

2013-03 - present	<p>Senior PR Specialist <i>Berkadia, Ambler, PA</i></p> <ul style="list-style-type: none">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. <p>Key achievement: 100% efficiency in meeting the external communications department's projects' milestones and goals.</p>
2009-06 - 2013-03	<p>PR Specialist <i>Adidas, Boston, MA</i></p> <ul style="list-style-type: none">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 <p>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.</p>
2008-08 - 2009-06	<p>Junior Communications Specialist <i>SAP, Newton Square, PA</i></p> <ul style="list-style-type: none">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

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