

Aiden Kelly

Experienced PR Manager

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📍 New York, NY

SUMMARY

I am an experienced PR Manager with a track record of delivering consistent high-quality media hits, leading teams, and creating news stories and thought leadership opportunities. I excel at understanding new industries quickly and communicating complex ideas in a simple and elegant way. I am committed to creating a seamless client experience and always deliver on time.

EXPERIENCE

PR Manager

Big Agency

📅 2018 - 2021 📍 Chicago, IL

Led PR team for multiple clients, resulting in consistent high-quality media hits.

- Created data-driven news stories for clients resulting in a 50% increase in media hits.
- Managed team of 5 and consistently delivered on all client projects on time and within budget.
- Developed pitch blueprints that increased new business acquisition by 25%.

Senior PR Manager

Medium Agency

📅 2015 - 2017 📍 Los Angeles, CA

Managed multiple clients and secured high-quality media coverage on a consistent basis.

- Developed innovative PR strategies resulting in a 30% increase in media hits.
- Managed team of 7 and coordinated remote culture and team-building activities.
- Generated thought leadership opportunities by packaging data in interesting ways.

PR Specialist

Small Agency

📅 2012 - 2015 📍 Miami, FL

Supported PR Manager in developing and executing PR strategies for multiple clients.

- Secured media coverage in top-tier publications such as Forbes and The Wall Street Journal.
- Assisted in creating data-driven news stories that resulted in a 40% increase in media hits.
- Provided exceptional client service by responding to all inquiries within 24 hours.

STRENGTHS



Team Leadership

Led PR teams to secure 50% more media hits on average through effective delegation and communication



Data Analysis

Generated 25% more thought leadership opportunities by analyzing market research data and presenting insights in a clear, concise manner



Client Communication

Maintained 100% client satisfaction by proactively providing updates and managing expectations through clear and timely communication

SKILLS

Media Relations

Press Release Writing

Social Media Management

Crisis Communications

Event Planning

ACHIEVEMENTS



Leading Successful Crisis Communication Efforts

Successfully managed PR during a major crisis, mitigating negative media coverage and protecting brand reputation



Building Strong Media Relationships

Established strong relationships with key media contacts resulting in consistent high-quality media coverage for clients