

EMMA FRANKLIN

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SUMMARY

Charismatic and persuasive Public Relations Representative offering expertise in public speaking, advertising, and media relations. Superb writer and editor who communicates effectively with target audiences through strategic brand management and PR campaigns. Poised and competent team builder and natural leader who thrives in fast-paced corporate environments.

HIGHLIGHTS

- Image management
- Media relations
- Advertising coordination
- Public speaking
- Exceptional writer
- Market research
- Sales specialist
- Promotional campaigns
- Customer service-focused
- People person

EXPERIENCE

07/2010 to Current

Public Relations Representative

Zander Shoe Company — New Cityland, CA

- Manage all media, press and public relations issues.
- Develop corporate communications strategies and programs, including project timelines.
- Work with management to identify trends and developments that might influence PR strategies.
- Establish long-range objectives and developed innovative strategies to help achieve them.
- Integrate the public and analyst relations programs with all company departments.
- Confer with production, graphic design and web-design personnel to coordinate production of corporate communications materials.

12/2006 to 06/2010

Public Relations Coordinator

Powell Medical Supply — New Cityland, CA

- Defined project and company vision, strategies and tactics.
- Researched, negotiated, implemented, and tracked advertising and public relations activities.
- Expanded product and company recognition in national press to support sales and marketing teams.
- Maintained cooperative relationships with representatives of community, consumer, employee, and public interest groups.
- Designed web and other content, including monthly newsletters and promotional calendars.
- Coached client representatives on effective communication with the public and employees.

04/2004 to 10/2006

Public Relations and Communications Assistant

Metro Corner Website — New Cityland, CA

- Wrote engage copy with attention-grabbing headlines for print and web use.
- Assisted with the integration of public relations campaigns across multiple media.
- Prepared, edited, and reviewed internal employee communications.

EDUCATION

2004

Bachelor of Arts: Public Relations

Fowler School of Business — New Cityland, CA