

# Aiden Kelly

## Experienced PR Manager

@ fakeemail@example.com

📍 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