

# Emily Prosser

PR Specialist

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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 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

MA in Social Communications, specialization in PR and Media Marketing

University of Pennsylvania, Philadelphia, CA

## Skills

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

## Languages

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