

First Last

Public Relations Manager

Public relations and communications manager with 10+ years of experience; created innovative strategies that helped 350 brands and organizations reach audiences, relate to their communities, and communicate their messages.

WORK EXPERIENCE

Public Relations Manager

Resume Worded, New York, NY

November 2015 – Present

- Orchestrated and paid for social media campaigns for 15 invite-only marketing and promotion events.
- Developed public relations channels bottom-up and enhanced coverage placements by 200% YOY.
- Arranged and led an RW campaign that helped to secure 500+ media placements, and boosted referral sessions from 5K to 13K in 4 months.
- Identified opportunities that increased open and click-through rates, which achieved a 35% open rate and 29% click rate averages.
- Supervised 15 projects across 7 countries with Adobe Creative Cloud and Asana project management software.

Associate Public Relations Manager

Growthsi, San Francisco, CA

June 2013 – October 2015

- Wrote 12 articles on consumer psychology and entrepreneurship, which generated 25,000 page views, 4,000 re-tweets, and 3,500 newsletter subscribers.
- Created content and copy for social media channels (Twitter, Facebook, and Instagram), and organically grew following by 145%.
- Designed, produced, and managed promotional media including print, video, and web material for 300 fundraising campaigns and advertisements.
- Crafted 450 executive speeches, news releases, statements, and media advisories.

Junior Public Relations Manager

Resume Worded's Exciting Company, New York, NY

August 2010 – January 2013

- Planned and built community-based campaigns and developed leadership in 200 communities on vital national legislative topics.
- Interviewed 70 users in Mumbai and Jacksonville daily and understood business requirements and process flows.
- Maintained a strong social media presence through Twitter, Flickr, Instagram, a Blog, and a Facebook page that grew to 10K followers in 6 months.
- Produced 2K social media content in both English and Turkish.
- Formulated 200 user stories and prepared 10 functional specification documents.

CONTACT

- Denver, OH (Open to Remote)
- +1-234-456-789
- email@resumeworded.com
- linkedin.com/in/username
- github.com/resumeworded

SKILLS

- InDesign
- SEO/SMM
- Desktop Publishing
- Asana

Techniques:

- Internal/External Communications
- Writing, Editing and Content Creation
- Omni-Channel Social Media Marketing

Tools and Frameworks:

- Advanced Excel & MS Office
 - Microsoft Office 2020
 - Adobe Creative Suite
- Don't forget to use [Resume Worded](#) to scan your resume before you send it off (it's free and proven to get you more jobs)

EDUCATION

Resume Worded University

Bachelor of Arts

Public Relations

Denver, OH – December 2009

Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)

OTHER

- Grant Writer
- Certificate of Advanced Russian