

PUBLIC RELATIONS RESUME

123 Your Address City, State, Zip Code (xxx)-xxx-xxxx your@email.com

Highly resourceful public relations strategist with 10 years of experience in both in-house and agency settings, with a track record of success in driving reputation and growth of diverse industry organizations. Instrumental in leading campaigns, measuring results across traditional media and digital channels, and protecting the company and its interests by managing relationships with public stakeholders and media outlets.

Professional Experience

PARDALIS AND NOHAVICKA LAWYERS, NEW YORK, NY

Senior Public Relations Manager, September 2016 – Present

- Lead the planning and execution of public and media relations strategy for the firm's regulatory practices and general firm programming, including crisis management
- Maintain and manage relationships with relevant public stakeholders and top-tier outlets, including The New York Times, The Wall Street Journal, Financial Times, and Bloomberg
- Oversee cross-market efforts with business development partners and senior management to drive PR initiatives in line with the firm's strategic and growth plans
- Drove brand visibility by pitching stories/interviews, both print and digital, resulting in 19% growth in new clients and a 10% increase in social media traffic in six months

STARTR CO, LOS ANGELES, CA

Project Manager, Public Relations, June 2011 – August 2016

- Devised and executed public relations campaigns for diverse industry clients, including creating marketing strategies, writing press releases and stories, and pitching ideas
- Drove brand awareness and growth for clients in Financial, Legal, and healthcare industries
- Proactively identified opportunities to add value to accounts through new/additional services, which increased new account growth by 27%
- Effectively managed 30+ company accounts and projects simultaneously, providing clients with actionable recommendations for growth

Education

RIVER BROOK UNIVERSITY, CHICAGO, IL

Bachelor of Arts in Communications, Minor: Marketing, May 2011

- Honors: *cum laude* (GPA: 3.6/4.0)

Additional Skills

- Skilled in public and media relations, press releases & strategic messaging, corporate media & marketing collateral, internal/external communications, branding, and advertising
- Technical expertise in social media tools and Microsoft Office