

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**November 2015 – Present**

Resume Worded, New York, NY

- 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**June 2013 – October 2015**

Growthsj, San Francisco, CA

- 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 by145%.
- 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**August 2010 – January 2013**

Resume Worded’s Exciting Company, New York, NY

- 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