

# Marcus Hall

APR Accredited Public Relations Specialist with 11+ years of experience

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San Diego / San Francisco



## EXPERIENCE

### Senior PR specialist

#### Lessard

2017 - Present San Francisco

Lessard is a global public relations firm known for its strategic insights and evidence-based approach to communications

- Increased number of followers by 20k followers, converting 15% of our users, and managing a marketing of more than \$500K
- Prepared monthly and annual coverage reports consolidating 50 to 100+ clippings.
- Increased LinkedIn following by over 200% in less than a year.
- Developed and implemented cross company social media strategy

### Public Relations Consultant

#### Dufour

2013 - 2017 San Francisco

Dufour is Public Relations Agency with more 10 Years in handling communication & company visibility in San Francisco.

- Developed and implemented social media growth strategy, increasing LinkedIn followers by 17%, Directly contributing 5% increase in sales
- Pitched media via phone and email; secured 40+ placements
- Led, managed and developed team of 9

### Public Relations Junior Executive

#### Lessard

2010 - 2013 San Francisco

- Increased traffic to website by 15% and CR by 21%
- Built networks of speakers and organized 15 joint events for 1500 partners
- Owned and developed the PR automation tool resulting in 14% cost drop

### Intern - Public Relations department

#### Drouin S.A.R.L.

2009 - 2010 San Francisco

- Organized 9 public events with a total budget of \$350K
- Increased productivity by 35% in PR tools
- Supported sales efforts resulting in more than \$2 million in new business

## EDUCATION

### BS, Communications

#### University of San Francisco

2007 - 2009

- Major in PR and Minor in Marketing

GPA

4.0 / 4.0

### Film Studies

#### University of California

2005 - 2007 Los Angeles, CA

GPA

3.9 / 4.0

## ACHIEVEMENTS



### Relationship Development

Named head of new relationship development/new business development for Burson Tech due to my ability to relate, consult and develop trust.



### Strategy & Organization

Began career at Burson by managing content process for SAP's annual user conference, where the CEO said the materials were the best he'd seen. Following, successfully led PR program for the conference, with 400+ media, industry analysts and financial analysts.



### Creative Thinking

Partner with executives and clients to develop thoughtful contributed articles, including a TechCrunch article entitled, "Technology and the Challenge of Democracy."

## LANGUAGES

### English

Native



### Spanish

Proficient



## INDUSTRY EXPERTISE

### Content Generation



### Strategic Communication



### Public Relations



## STRENGTHS



### Multicultural attitude

8+ years in international positions helped me appreciate cultural nuances



### Creativity

Able to translate complex concepts into compelling and newsworthy stories