

# KRISTOFER GERLACH

254 Hettie Mills, Dallas, TX

p: +1 (555) 971 5000

## EXPERIENCE

BAILEY GROUP Dallas, TX

Director of Public Relations. 07/2019 – present

- Demonstrated knowledge of mobile, emerging and social media applications
- Knowledge of production methods in graphic arts and collateral
- Computer savvy with Microsoft Office and various design programs
- Experience in public relations theory and practice, including public relations strategy and planning, crisis management and media relations
- Demonstrated experience working with and managing an external public relations firm

FAHEY-KUNZE Dallas, TX

Public Relations Associate. 01/2015 – 03/2019

- Strong interpersonal communication skills, with excellent follow-up and organizational skills
- Knowledgeable and/or proficient in the use of Microsoft Word, PowerPoint, and Excel
- Experience using MS SharePoint
- Experience with front-end development and web programming languages such as HTML and CSS, JQuery, and JavaScript
- Some experience with Adobe Creative Suite (InDesign, Illustrator, Acrobat, and Photoshop)
- Experience building out a database and monitoring/updating web page content

## EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN Bachelor's in  
Communications,

## SKILLS

- Effective interpersonal skills and highly proficient oral and written communications skills
- Provide counsel on current issues to key college/university administrators
- Monitor and evaluate effectiveness of college/university news coverage in all media
- Build trust and develop people to work collaboratively
- Comprehensive knowledge of marketing and communication techniques to create engaging posts on Facebook, Twitter and Instagram