

Emily Prosser

PR Specialist

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Managed multiple PR and marketing annual budgets from \$5,000 to \$300,000. Helped increase clients' annual sales by up to 40%.



Experience

- 2013-03 - present

Senior PR Specialist

Berkadia, Ambler, PA

 - Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.
 - Supervised the external communications team in securing leads in top media outlets in the US and in international media.
 - Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.
 - Reviewed all forms of communication prior release.

Key achievement: 100% efficiency in meeting the external communications department's projects' milestones and goals.
- 2009-06 - 2013-03

PR Specialist

Adidas, Boston, MA

 - Created and maintained lists of media contacts.
 - Researched opportunities across online media channels.
 - Produced product pitches and press kits.
 - Responded to media inquiries and supported event organization

Key achievement: Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products - grew Facebook fan base from 0 to 12,000 in 4 months, gained 35,000 Instagram followers in 3 months.
- 2008-08 - 2009-06

Junior Communications Specialist

SAP, Newton Square, PA

 - During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.
 - Helped keep PR storage areas organized and the resources easily accesible, assisted in office administration activities.
 - Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.
 - Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.



Education

- 2007-09 - 2008-07

MA in Social Communications, specialization in PR and Media Marketing

University of Pennsylvania, Philadelphia, CA



Personal Info

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- WWW

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- LinkedIn

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- Twitter

twitter.com/emmyprosser55



Skills

- Press releases

Excellent
- Media relations

Advanced
- Crisis management

Advanced
- Facebook marketing

Intermediate
- Creative writing

Excellent



Languages

- Spanish

Bilingual