

# CLARK KENT

## Public Relations Officer

### PROFESSIONAL EXPERIENCE

#### Comfort Electronics

##### Public Relations Officer

Dallas, US

Feb '13 - Present

*Comfort Electronics is amongst the top 5 consumer electronics manufacturers in North America. They are present in 10+ countries around the world.*

- Part of the Public Relations Team comprising of 3 managers

#### Strategy & Budgeting

- Laying out the annual **Public Relations strategy** in accordance with the vision of 'being customer first'
- Budgeting** for the entire year including costs for PR campaigns, events etc.

#### Media & Press

- Responsible for **50+** media & press releases per year, in accordance with the overall PR strategy
- Liaising and building relations with **major media houses** as well top journalists incl. the New York Times etc.
- Scheduling regular **top management interviews** with the press
- Organized ~15 **press conferences** over the past 4 years
- Responsible for **answering** to any **queries or comments** made by the media

#### Social Media

- Driving public relations on social media by **coordinating** with the digital marketing team
- Engaging with customers on different platforms including Facebook, Twitter, LinkedIn etc.
- Launched a highly **viral** social media campaign for AIDS support that had 1mn.+ impressions

#### Events

- Organizing **20+ events** for local community building across different cities every year
- Searching for and partnering with various national and **international** community **events** such as the Half Marathons etc.

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#### Eon Shoes

##### Public Relations Associate

Jersey City, US

Jul '10 - Jan '13

*Eon shoes manufactures and exports high-end luxury shoes for men and women across the globe*

- Shadowed and worked directly with the **Head Public Relations Officer** for ~1 year of employment
- Organized ~10 **press conferences** for new product launches; invited **top fashion journalists**
- Handled 200+ **queries** per year around products, campaigns etc. from the media and the customers
- Responsible for conducting multiple **employee workshops** to align brand communication

### Personal Details

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### SUMMARY

Dedicated and result-oriented public relations officer with over 7 years of professional experience in managing public relations. Skilled in building the PR strategy, handling press releases, liaising with journalists as well as answering to queries. Adept in laying out the short and long term PR strategy for brands in accordance with the vision and mission. Proficient in dealing with the press including press releases, organizing press conferences etc. Have built cordial relations with multiple media houses as well as with top reporters and journalists across the country. Also skilled in handling public relations on social media platforms including Facebook & Twitter. Looking forward to a challenging role in the PR space.

### KEY SKILLS

- Public Relations Strategy • Press Releases • Press Conferences • Social Media PR • Community Events • Media Queries

### EDUCATION

BS in Public Relations | Colorado University | Jul '09 - Jan '13

- Awarded 'Lamp Scholarship'