

# CHARDAE BREARLEY

Public Relations Officer

[chardae.brearley@gmail.com](mailto:chardae.brearley@gmail.com)

(177) 356-9726

123 Elm Street, Omaha, NE 68102



## PROFILE

Results-driven Public Relations Officer with 2 years of experience in skillfully managing and promoting organizations' public image. Adept at implementing strategic communication plans, developing media relationships, and generating positive press coverage. Proven ability to successfully manage multiple projects, while maintaining strong attention to detail and meeting tight deadlines. Committed to fostering a positive brand reputation and effectively engaging target audiences.

## LINKS

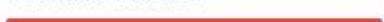
[linkedin.com/in/chardaebrarley](https://www.linkedin.com/in/chardaebrarley)

## SKILLS

Crisis Management



Media Relations



Social Media Strategy



Content Creation



Event Planning



Reputation Management



Press Release Writing



## LANGUAGES

English



Arabic



## HOBBIES

## EMPLOYMENT HISTORY

### ● Public Relations Officer at Swanson Russell, NE

Mar 2023 - Present

- Successfully managed a high-profile product launch for a major client, resulting in a 25% increase in sales and extensive media coverage across multiple channels, including print, digital, and broadcast.
- Spearheaded the development and execution of a comprehensive crisis communication plan for a client facing negative publicity, which led to a 60% reduction in negative media coverage and successfully restored their brand reputation within six months.
- Implemented an innovative social media campaign for a new client, resulting in a 35% increase in brand engagement, a 20% increase in website traffic, and a 15% boost in sales within the first quarter of the campaign.

### ● Assistant Public Relations Officer at Bailey Lauerman, NE

Aug 2021 - Feb 2023

- Secured a total of 25 high-impact media placements in top-tier publications, including The New York Times and Forbes, resulting in a 35% increase in brand awareness for Bailey Lauerman clients within one year.
- Managed and executed a successful PR campaign for a major client, generating over 50,000 social media engagements and a 20% increase in website traffic within three months.
- Organized and coordinated four successful press events with attendance from over 100 journalists, influencers, and industry professionals, leading to increased media coverage and client satisfaction by 30%.
- Developed and implemented a crisis communication plan for a high-profile client, mitigating potential damage to their reputation and resulting in a 10% reduction in negative media coverage.

## EDUCATION

### Bachelor of Arts in Public Relations at University of Nebraska-Lincoln, NE

Sep 2016 - May 2021

Relevant Coursework: Public Relations Principles and Practices, Media Writing, Strategic Communications, Social Media Management, Crisis Communication, Digital Marketing, Public Relations Campaigns, Media Ethics and Law, Research Methods, and Event Planning.

## CERTIFICATES

### Accredited in Public Relations (APR)

Dec 2021

### Chartered Institute of Public Relations (CIPR) Diploma

Jun 2020