



AVA MCGEE

PUBLIC RELATIONS SPECIALIST • RYE, NY 10528, UNITED STATES • (917) 302-8493

DETAILS

403 Equestrian Lane
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(917) 302-8493

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SKILLS

Media Relations Strategies

Campaign Management

Client Relationship Management

Brand Management

PR Performance Metrics

Data Analysis

LANGUAGES

English

French

Spanish

PROFILE

Dynamic public relations specialist with 5+ years of industry experience and a fresh perspective on effective PR communications. Committed to working with clients to create unique and specialized PR strategies that support their goals.

EMPLOYMENT HISTORY

Public Relations Specialist at Bett and Rothchild Communications, New York

August 2019 — March 2022

- Created strategic PR campaigns to address the specific needs of clients.
- Helped clients to clearly communicate with the media during events.
- Saw a 12% increase in new accounts due to effective social media outreach.
- Assisted clients in building and maintaining positive identities and reputations.
- Helped clients in all aspects of brand management and media relations.
- Communicated with clients regarding media requests and issued statements when appropriate.
- Established and fostered positive relationships with media representatives across news outlets.
- Calmly and effectively handled crisis communications in a way that best served the client.

Public Relations Assistant at New World Public Relations, New York

August 2017 — July 2019

- Worked to consistently support the Senior Vice President and Public Relations Director.
- Coordinated press mailings and assisted with all campaign and event matters.
- Identified and evaluated media outlets and contacts.
- Prepared media materials including press releases and marketing kits.
- Assisted with strategic messaging and social media campaigns.

EDUCATION

Bachelor of Arts in Communications, Hartwick College, Oneonta, NY

September 2013 — May 2017

REFERENCES

Lucy DiNardo from New World Public Relations

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Michael Bett from Bett and Rothchild Communications

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Elliana Helmsworth from New York Times

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