

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	<b>Senior PR Specialist</b> <i>Berkadia, Ambler, PA</i> <ul style="list-style-type: none"><li>Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.</li><li>Supervised the external communications team in securing leads in top media outlets in the US and in international media.</li><li>Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.</li><li>Reviewed all forms of communication prior release.</li></ul> <p><b>Key achievement:</b> 100% efficiency in meeting the external communications department's projects' milestones and goals.</p>
2009-06 - 2013-03	<b>PR Specialist</b> <i>Adidas, Boston, MA</i> <ul style="list-style-type: none"><li>Created and maintained lists of media contacts.</li><li>Researched opportunities across online media channels.</li><li>Produced product pitches and press kits.</li><li>Responded to media inquiries and supported event organization</li></ul> <p><b>Key achievement:</b> 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.</p>
2008-08 - 2009-06	<b>Junior Communications Specialist</b> <i>SAP, Newton Square, PA</i> <ul style="list-style-type: none"><li>During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.</li><li>Helped keep PR storage areas organized and the resources easily accessible, assisted in office administration activities.</li><li>Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.</li><li>Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.</li></ul>

## Education

2007-09 - 2008-07	<b>MA in Social Communications, specialization in PR and Media Marketing</b> <b>University of Pennsylvania, Philadelphia, CA</b>
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# Emily Prosser

## PR Specialist

### Personal Info

#### Address

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#### www

emily-insights.com

#### LinkedIn

linkedin.com/in/emily-margaret-prosser

#### Twitter

twitter.com/emmyprosser55

### Skills

#### Press releases

Excellent

#### Media relations

Advanced

#### Crisis management

Advanced

#### Facebook marketing

Intermediate

#### Creative writing

Excellent

### Languages

#### Spanish

Bilingual

#### Chinese

Intermediate