

Richard Price

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Public Relations Manager | Strategy • Execution • Results

Ambitious and driven public relations strategist with extensive experience directing PR campaigns in both agency and in-house settings. Proven success developing, managing and implementing media strategies and measuring results across traditional media and digital channels. Bring to the table a strong network of global media contacts. **PR Skills:**

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| ♦ Campaign Development | ♦ Media Relations | ♦ Social Media Campaigns |
| ♦ Press Releases & Press Kits | ♦ Strategic Messaging | ♦ Crisis Communications |
| ♦ Relationship Management | ♦ Budget Management | ♦ PR Performance Metrics |

Professional Experience

ABC COMPANY — Sometown, NJ

A not-for-profit, member-owned financial cooperative serving the Sometown community.

Public Relations Manager, 8/2015 to Present

Oversee public relations activities and communications including press releases, social media, company literature, editorial calendars, articles, announcements and media kits. Translate complex financial concepts into crisp, jargon-free messages that speak to target audiences.

*- Built a favorable brand image with customers, prospects, employees and the public. **Results:***

- ♦ Grew new accounts by 17% by creating and implementing a social media productivity plan.
- ♦ Achieved an 8% referrer rate for social media traffic, far above the 1.4% industry average.
- ♦ Partnered with XYZ Organization as a RunForTheCause sponsor, not only garnering community goodwill but also receiving national news coverage for two days.
- ♦ Managed communications for launch of mobile-banking product, adopted by 70% of clients.
- ♦ Achieved a 12% account increase in the under-35 age demographic. Created a youth marketing strategy and trained communications specialists on how to write for this age group.

DEF COMPANY — Sometown, NJ

Provides media relations, PR and communications services to small businesses.

Public Relations Specialist, 4/2013 to 8/2015

Developed and executed public relations campaigns that integrated with clients' marketing strategies. Wrote press releases and stories, pitched ideas to media and compiled research and reports. Arranged interviews, speaking engagements and other media opportunities.

*- Delivered brand awareness and growth for clients in banking, IT and real estate sectors. **Results:***

- ♦ Secured media placement in national print and online publications, including *The New York Times*, *Newsweek*, *USA Today*, *Chicago Tribune*, and *U.S. News & World Report* for multiple clients.
- ♦ Established and nurtured relationships with media reps across all major news outlets.

Education

ABC UNIVERSITY — Sometown, NJ • *Master of Arts, Marketing*

DEF UNIVERSITY — Sometown, NJ • *Bachelor of Arts, Mass Communications*