

Nadia Bergstrom

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EXPERIENCE

DIRECTOR OF PUBLIC RELATIONS

Phoenix, AZ

03/2015 – present

- Maximizing brand positioning by meeting regularly with key editors while constantly gaining new contacts to promote True Religion
- Work with internal clients and PR agencies to assess incoming conference/speaking engagements and provide recommendations for high level speaking opportunities
- Work with show teams on establishing current PR goals and defining emerging opportunities and sectors of growth
- Takes a leadership role in training and development of marketing staff. Establishes training and development programmes to enhance employee knowledge
- Proficiency in leveraging social media networks and related monitoring tools (Facebook, Twitter, etc.)
- Ensure correct appointments for each line are targeted during the correct market phase in order to maximize and distinguish between the differing brand lines
- Exercise usual authority of a manager concerning staffing, performance appraisals, promotions, salary recommendations, performance management and terminations

PUBLIC RELATIONS ASSOCIATE

Phoenix, AZ

01/2011 – 01/2015

- Providing supervisors and managers with wrap recaps and general reporting updates on progress, for recapping to the larger management team
- When writing and preparing external communications, the Public Relations Associate will be expected to follow a set editorial schedules or develop a new editorial schedule with a manager if a current schedule does not exist. The Public Relations Associate is responsible for direct writing and drafting of content than project management or scoping of projects
- Creating email campaigns; maintaining websites; distributing announcements to national consultants, professional societies, and institutions; creating materials for grant writing coaching group program promotion and participant recruitment; maintaining outreach and recruitment database; updating social media; creating print flyers and digital communications; participating on editorial and recruitment and retention committees and collaborating with other staff and faculty in the network on related initiatives
- Support strengthening editor relationships beyond top publications, to new and interesting digital outlets in order to reach different markets through product placement, gifting, and entertaining
- Support on all aspects of brand visibility, including but not limited to: product placement, internal presentation, external presentation, all events, media alerts, celebrity placements and partnerships
- Develops strong relationships with editors through daily communication and proactive pitching, further strengthens relationships by participating in work breakfasts/lunches/dinners throughout the season
- Support public relations objectives for select business lines that align with the firm's business growth priorities and overall marketing and communications strategy

MANAGER, PUBLIC RELATIONS

Dallas, TX

04/2005 – 11/2010

- Develop and execute PR plans and asset distribution for select titles within budget
- Maintain and grow media relationships; arrange and monitor select media tours and develop and implement online community tactics for titles
- Writing and editing press releases, email blasts and for select projects
- Coordinate and attend press events and trade shows as necessary along with
- Keep abreast of industry and competitive news and trends and provide regular analysis to executives
- Special projects as assigned
- Managing agencies on asset distribution and compiling/distributing clip reports to sales, marketing and other executives for select titles

EDUCATION

SOUTHERN ILLINOIS UNIVERSITY CARBONDALE

Bachelor's Degree in Public Relations

SKILLS

- Strong organizational skills and an acute attention to detail
- Ability to multi-task
- Meet deadlines and adapt quickly to evolving priorities
- Strong mastery in communications strategies and understanding of social media
- Strong project and agency management skills
- Strong verbal and written communication skills
- Ability to work with a wide range of people