

# AMONI HAYNES

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Strategic and results-driven communications professional with a proven track record in coordinating and executing impactful initiatives across high-profile accounts in the business world with a deep interest in digital media. Recognized for optimizing efficiency in internal and client meetings and excels in creating cohesive environments. Displays analytical prowess that is evident in implementing coverage tracking systems, extracting daily metrics for performance analysis, and crafting compelling client pitches to enhance media engagement and brand visibility.

## PROFESSIONAL SKILLS

- |                                 |                                |                                   |
|---------------------------------|--------------------------------|-----------------------------------|
| • Strategic Communication       | • HR Policy Development        | • Strategic Thinking and Planning |
| • Social Media Strategy         | • Brand Visibility Enhancement | • Analytics and Reporting         |
| • Data Visualization & Insights | • Efficiency Optimization      | • Data-Driven Decision Making     |
| • R Programming & Data Analysis |                                |                                   |

## PROFESSIONAL EXPERIENCE

### Rise At Seven

*Digital PR Associate, Apr 2024 – present*

- Executed media outreach campaigns securing placements in top-tier publications like Business Insider, Forbes, and The New York Times, enhancing brand visibility.
- Secured a nearly 5-minute segment on The Late Show with Stephen Colbert, driving significant media exposure for a major client.
- Created data-driven pitches and narratives, resulting in strong engagement and media coverage across multiple platforms.
- Analyzed media trends and client performance data to inform PR strategies and optimize outreach efforts.
- Applied problem-solving to overcome challenges and deliver results that positioned clients as industry leaders.

### HOTWIRE GLOBAL

*Account Coordinator, Jan 2023 – Apr 2024*

- Assisted with five high-profile accounts (Amazon, HubSpot, Tekion, Endava, LinkedIn), ensuring seamless execution of strategic objectives.
- Helped streamline administrative tasks to enhance internal and client collaboration..
- Secured Tier 1 media placements (e.g., Fortune for HubSpot) and expanded client visibility.
- Crafted compelling pitches that boosted media engagement and brand recognition.
- Earned award nominations (Forbes Cloud 100, Tekion) for impactful PR efforts.

### HOTWIRE GLOBAL

*PR Intern, Oct 2022 – Jan 2023*

- Conducted meticulous coverage tracking for Amazon and LinkedIn clients, providing crucial insights for campaign optimization and client satisfaction.
- Authored engaging newsletters, roundups, and briefing documents for the LinkedIn account, significantly enhancing communication effectiveness and client satisfaction.
- Played a vital role in data scrubbing excel media lists for the Qlikr client, ensuring accurate and up-to-date information for media outreach efforts.

## EDUCATION

**University of Albany** – Bachelor of Arts; Major: Communication, Minor: Journalism – May 2022

## CERTIFICATIONS

- Google Data Analytics with R Programming – Google (Mar 2025)
  - R programming, data visualization, R Markdown, structured reporting.
- Foundations: Data, Data, Everywhere – Google (Mar 2025)
  - Data fundamentals, analytical thinking, data-driven decision-making.