

# Thomas Blumenthal

Public Relations  
Specialist

## Personal Info

### Address

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### WWW

www.thomblumenthalcreative.com

### LinkedIn

linkedin.com/me/thomblumenthal81

### Twitter

twitter.com/thommybloom81

## Software

### MS Office Suite



### Wordpress



### Adobe PS



### InDesign



## Languages

### English



Native/bilingual

### Hebrew



Native/bilingual

### German



Full working proficiency

### Spanish



Intermediate

Results-driven Penn graduate in Journalism and Social Communication seeking to leverage two years of internship and freelancing PR experience with Newton Software Communications Team. Experienced in producing engaging online content (see my portfolio here) and press releases for tech start-ups and local IT companies. Non-profit blogger at [www.pr-matters.wordpress.com](http://www.pr-matters.wordpress.com). Interested in new digital PR solutions including the automatization of customer relations via AI-based email campaigns and chatbots.

## Skills Summary

### RESEARCH

Able to work with many kinds of clients in a wide variety of fields. Excellent at researching clients' brands, industries, and markets very quickly and efficiently.

### WRITING

Skilled at writing all types of Public Relations texts: press releases, blog posts, bulletins, emailing campaigns (outreach emails, sales emails, engagement emails). Able to produce up to 3,500 words of great, unique content on a daily basis.

### CREATIVITY

Able to come up with innovative solutions to all types of problems and crises. Excellent in designing and implementing both ATL and BTL Public Relations and Marketing campaigns in collaboration with graphic designers and art directors.

### SOCIAL MEDIA RELATIONS

Proficient at managing social media relations across all major social media platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Tumblr, Google+.

### TIME MANAGEMENT

Able to juggle multiple clients and projects. Have mastered prioritizing deadlines and task. Great at physical office administration and organizing paperwork.

## Experience

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|-------------------|---|
| 2017-09 - present | <b>Public Relations Intern</b><br><i>Adidas Originals, Philadelphia, PA</i> |
| 2015-06 - 2015-08 | <b>Office Assistant</b><br><i>Ogilvy and Mather, Philadelphia, PA</i>       |

## Education

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|-------------------|---|
| 2012-08 - 2017-05 | <b>University of Pennsylvania, MA in Journalism and Social Communications</b> |
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