

LAUREN H. BRISBO

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EDUCATION

2003 - 2006 University of Washington, Seattle, WA
Bachelor of Arts in Communication Studies, minor in International Studies

EXPERIENCE

- 2006 - 2011 *Public Relations Account Manager, PRR* Seattle, WA
- Developed news releases, media advisories, and strategic pitches to pique the interest of influential bloggers, journalists, and producers
 - Served as the day-to-day project manager on small and mid-sized public relations accounts, and served as the co-lead on a high-profile national account
 - Regularly pitched and secured coverage in local and national media outlets
 - Drafted brochure copy, Q&A documents, web content, and authored articles to help educate public on project messages
 - Developed talking points and messaging documents and conducted one-on-one media trainings with key spokespeople
 - Advised clients on social media outreach tactics and developed guidelines for appropriately using social media tools including Twitter and Facebook
 - Regularly collaborated with marketing, research, and graphic design departments to identify cross-departmental strategies to further support project goals
 - Evaluated project results to determine the reach and effectiveness of outreach efforts
 - Assisted with the development of proposals to generate new business for the company
- 2007 - 2009 *Co-Owner/Content Development Consultant, GlueInteractive* Seattle, WA
- Provided key messaging and content development services for small websites
 - Developed e-newsletters, web content and messaging, social media content, blog posts, and customer outreach emails
 - Managed business development and client relations activities
- 2005-2006 *Public Affairs, ASUW Experimental College* Seattle, WA
- Planned and executed organization events to promote classes for the Experimental College
 - Crafted organization messages for use in public announcements and promotional material
- Summer 2005 *Public Relations Intern, Richmond Public Relations* Seattle, WA
- Supported the public relations team through the development of pitches, news releases, media advisories, and fact sheets
 - Planned and staffed media events with up to 50 attendees
- 2003 - 2006 *Staff Writer, The Daily (University of Washington)* Seattle, WA
- Researched story topics and interviewed relevant individuals to develop articles
 - Wrote and published eight in-depth articles

ACTIVITIES AND MEMBERSHIPS

- Public Relations Society of America, Member, 2006-2011
- Catholic Community Services Youth Tutoring Program, Youth Tutor, 2008-2010
- Public Relations Student Society of America, Member, 2003-2006

SKILLS

Writing and message development; pitching and media relations; project management; event planning and coordination; strategy development