
JESSICA CLAIRE

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SUMMARY

Public relations professional possessing excellent project management, leadership and event planning skills with a strong background in brand building public relations. Â Â

HIGHLIGHTS

- Relationship building expert
- Deadline-driven
- Exceptional writer
- Exceptional multi-tasker
- Proficient in Adobe Creative Suite
- Organized and efficient
- WordPress
- Proficient in Adobe Creative Suite

EXPERIENCE

Public Relations Account Coordinator, 2015 - Current

Cutline â€™ San Francisco, CA,

- Create brand pitch letters and press releases for distribution
- Solidified top tier placement for brands such as FOX & Friends, USA Today, Yahoo!, AOL and Daily Finance
- Social media brand manager
- Casting manager fulfilling multiple media requests such as ABC Nightline
- Production manager for multiple video projects and events
- Organize and maintain all press hits
- Identified brand needs through market research and analysis.
- Create lists for distribution via Vocus and Cision

Account Coordinator, 02/2012 - 2015

Havas Edge â€™ Dallas, TX,

- Organized production of North American Hairstyling Awards, a red carpet event with Giuliana and Bill Rancic, and charged with assisting in all aspects of event planning for major, high-profile promotional events.
- Provide account management services on a range of beauty-oriented accounts including ECRY NY, PIXI Beauty, NY Streets, Beauty Collection, Beauty Addicts, and Cosmoprof North America.
- Solidify top-tier online placements for clients, and develop media lists and press kits.
- Draft pitch letters and organize editorial calendars, coordinate mailings, and send products and press information to publications.
- Entrusted with management of clients' social media accounts.

Public Relations Intern, 10/2010 - 05/2011

Freddie Mac â€™ Sterling, VA,

- Charged with building press books for clients' media hits, and with creating event press releases for use in driving additional traffic to client sites and businesses.
- Oversaw three-part red carpet event with Nicky Hilton when she hosted at Chateau Nightclub, and created detailed write-up of event for client's blog.
- Managed social media accounts via Hootsuite that better leveraged client services.

EDUCATION

Bachelor of Arts: Communication and Journalism, 2014

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University of Nevada - Las Vegas, NV

GPA:

Marketing, Public Relations and Journalism coursework

SKILLS

Account Management
Proficient in Vocus and Cision
Administrative Experience
Familiar with using TVEyes

