

## Elizabeth “Beth” A. Klinefelter

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### Experience

#### **Account Executive, Public Relations & Social Influence, Mullen**

Winston-Salem, NC, 6/2013 – Present

- Clients include national brands in the retail, education and grocery store industries
- Manages the daily workflow for integrated campaigns to ensure projects are on time/budget/strategy
- Collaborates with the creative team to develop creative strategy for multiple platforms
- Leads the development of social media strategy and content for multiple platforms
- Leads the PR strategic planning and outreach efforts to secure media coverage
- Writes and edits pitch letters, press releases, media advisories and other marketing materials
- Managed and served as editor for a national consumer blog and optimized content for SEO
- Conducted interviews with executive staff for blog content and story ideas
- Manages and mentors junior staff

#### **Freelance Writer, Valley Business FRONT magazine**

Roanoke, VA, 2/2014 – Present

- Conducts interviews and writes stories for the monthly magazine

#### **Public Relations Account Coordinator, Access Advertising & Public Relations**

Roanoke, VA, 9/2010 – 6/2013

- Worked with more than 25 clients in various B2C and B2B industries year-to-date
- Developed strategic public relations and social media campaigns
- Coordinated media interviews and planned and executed news conferences and media tours
- Wrote media pitches, press releases, media advisories and other media materials
- Assisted in the researching, writing and development of new business proposals and presentations
- Produced and coordinated content updates for multiple web and social media sites
- Managed the firm's blog content production and updated website on a weekly basis
- Conducted media training sessions with clients for broadcast and print interviews
- Assisted crisis and risks communications team through client research and analysis

#### **Social Media Associate, nanoCom Corporation**

Blacksburg, VA, 12/2009 – 4/2010

#### **Corporate Communications Intern, Appalachian Power**

Roanoke, VA, 5/2009 – 7/2009

### **Education B.A. Communication – magna cum laude, Minor: Leadership and Social Change, May 2010**

Specialization: **Public Relations**

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

### **Skills**

AP Style, Cision, Vocus, PR Newswire, WordPress, Drupal, Adobe Photoshop, InDesign

### **Certifications**

IABC Social Media Certificate, PR News PR Boot Camp Certificate

### **Awards**

2012 Sparky Award – PRSA Blue Ridge Chapter

2012 PRSA Summit Awards: Special Events, Public Relations Campaign

2011 PRSA Summit Awards: Issues & Crisis Management, Media Relations, Website Development

### **Activities**

#### **Public Relations Society of America, Blue Ridge Chapter 10/2010 – 5/2013**

- **Professional Development Committee Chair, 1/2012 – 5/2013**
  - Planned and coordinated chapter's first "Media Speed Dating" event to develop relationships with local media
  - Won the 2012 "Sparky Award" by exemplifying what it means to be an active member

#### **Junior League of Roanoke Valley, 8/2011 – 5/2013**

- **Promotions Chair, 5/2012 – 5/2013**
  - Achieved the most successful annual fundraiser in the League's history through a social media campaign and advertising
  - Secured local media coverage in all major outlets for the fundraiser through press release distribution and pitching