1. Monitored marketing content for quality, accuracy and impact.
2. Worked with marketing department on branding strategies.
3. Used [Software] to create and distribute press releases to media outlets.
4. Wrote and distributed Q&A for all executives to use in face of [Type] crisis.
5. Developed product and brand press placements for [Product or Service] through [Action].
6. Managed service projects from start to finish by finding partners, making detailed plans and executive projects.
7. Generated and implemented media pitches such as [Type].
8. Produced and distributed internal and external communications, including [Type].
9. Gathered information on customer opinions and adjusted plans to capitalize on current trends.
10. Supported [Job title] with strategic launch initiatives such as [Type] and integrated partnerships.
11. Coordinated press releases and handled press inquiries for [Type] company in [Type] industry.
12. Teamed with [Job title] to develop brand media relations strategies through [Action].
13. Reported on press coverage recaps to determine areas for improvement.
14. Communicated with media weekly to build relationships and optimize press coverage.
15. Forged strong media relationships to further public relations goals.
16. Assisted [Job title] with cross-department presentations such as [Type].
17. Wrote press releases for routine use and crisis management.
18. Developed campaigns to increase public awareness of company and engage customers.
19. Created unified messaging of public relations efforts in conjunction with advertising campaigns by working closely with marketing peers.
20. Established and communicated editorial and brand guidelines to all communicators in [Type] organization.