1. Established and communicated editorial and brand guidelines to all communicators in [Type] organization.
2. Produced and distributed internal and external communications, including [Type].
3. Supported [Job title] with strategic launch initiatives such as [Type] and integrated partnerships.
4. Teamed with [Job title] to develop brand media relations strategies through [Action].
5. Reported on press coverage recaps to determine areas for improvement.
6. Monitored marketing content for quality, accuracy and impact.
7. Used [Software] to create and distribute press releases to media outlets.
8. Communicated with media weekly to build relationships and optimize press coverage.
9. Generated and implemented media pitches such as [Type].
10. Coordinated press releases and handled press inquiries for [Type] company in [Type] industry.
11. Developed product and brand press placements for [Product or Service] through [Action].
12. Assisted [Job title] with cross-department presentations such as [Type].
13. Oversaw and enhanced public relations and fundraising programs across entire [Type] region.
14. Created and implemented fundraising goals, collections policies, security standards and disbursement plans.
15. Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies.
16. Authored fresh and engaging press releases and prepared complete press kits.
17. Managed promotional initiatives and special events to enhance press coverage and boost [Type] numbers.
18. Developed and promoted corporate brand, images and identity to media and public.
19. Directed promotional approaches for over [Number] new product launches per year.
20. Determined target demographics and devised strategic marketing initiatives to reach target audiences.