1. Managed service projects from start to finish by finding partners, making detailed plans and executive projects.
2. Monitored marketing content for quality, accuracy and impact.
3. Forged strong media relationships to further public relations goals.
4. Worked with marketing department on branding strategies.
5. Monitored and evaluated industry media coverage by managing social media platforms and contributing engaging articles to range of industry publications.
6. Developed campaigns to increase public awareness of company and engage customers.
7. Implemented content editorial calendar to plan all marketing campaigns and manage content.
8. Reported on press coverage recaps to determine areas for improvement.
9. Executed social media plans to create cohesive online presence, including [Type] and [Type] social media platforms.
10. Used [Software] to create and distribute press releases to media outlets.
11. Utilized [Software] to create materials such as press releases and brochures to increase brand awareness [Number]%.
12. Assisted [Job title] with cross-department presentations such as [Type].
13. Wrote press releases for routine use and crisis management.
14. Gathered information on customer opinions and adjusted plans to capitalize on current trends.
15. Produced and distributed internal and external communications, including [Type].
16. Coordinated press releases and handled press inquiries for [Type] company in [Type] industry.
17. Prepared weekly marketing statistics and flow charts to track daily actions using [Software].
18. Supported [Job title] with strategic launch initiatives such as [Type] and integrated partnerships.
19. Developed product and brand press placements for [Product or Service] through [Action].
20. Generated and implemented media pitches such as [Type].