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