

PUBLIC RELATIONS & COMMUNICATIONS MANAGER
Professional Summary

Public Relations Manager | Strategy | Execution | Results

Strategic, results oriented and licensed PR professional with extensive experience directing communication campaigns in both agency and in-house settings. Proven creative talent with demonstrated strength in producing and implementing media strategies. Well-versed in corporate communication, promotional support and branding. Exceptional writing, editing and interpersonal skills with internal and external audiences. Deadline-driven, tenacious and successful at thriving in high-pressure environments.

Skills

- Creative writing
- Strategic messaging
- Team Leadership
- Press Releases & Press Kits
- Crisis Management
- Promotion & Image
- Media Relations
- Campaign Development
- Community Relations
- Social media coordination
- Problem solving
- Media relations training

Work History

Public Relations & Communications Manager , 01/2019 to Current
Company Name " City , State

Direct Report to the President. Lead the development, implementation and monitoring of the work strategy aligned to the operation of the station in both internal and external

Oversee public relations activities and communications including press releases, social media, company literature, announcements, programming launches and media kits

- Built a favorable brand image with customers, prospects, employees and public
- Serve as primary media contact directing all publicity, viewership and consumer awareness, and image campaigns for Wapa and Wapa Deportes
- Plan, develop and implement media action plans to support and positively position the company
- Identify and implement creative ways to actively manage and promulgate the corporate reputation
- Work with the Crisis Communications Committee to develop communications plans and strategies
- Serve as primary contact for media
- Build relationships with media to facilitate communication for crisis management and other activities that may draw media interest
- Identify opportunities to partner with and enhance community communication efforts
- Develop a variety of communications pieces, including but not limited to fact sheets, speeches, letters and press releases
- Coordinate media tours to promote special projects and new programs through internal and external outlets
- Maintain an effective relationship with external parties, such as community leaders, government and media
- Communicate positive and negative feedback from media/community/audience to work toward a beneficial outcome and ensure positive positioning for the company
- Coordinate events for external audiences, including press conferences

Results:

- Established and nurtured relationships with media representatives across all major news outlets
- Developed and implemented Wapa Contigo program to reinforce community relations
- Developed and managed communications campaigns for programming launches with strategic messages translated in more viewers
- Partnered with non profit organizations as Susan G. Komen and SER of Puerto Rico to maximize social responsibility
- Relunched corporate and organizational culture

Public Relations Coordinator , 06/2011 to 01/2019
Company Name " City , State

Direct Report to President of the Programming, Promotions and Production. Lead the internal and external communication for programming launches and established cross promotions

- Developed and executed public relations campaigns that integrated with clients' marketing strategies
- Wrote press releases and stories, pitched ideas to media and compiled research and reports
- Arranged interviews, speaking engagements and other media opportunities
- Created messages, position statements and other corporate communications based on company's objectives

Account Executive , 01/2005 to 06/2011
Company Name " City , State

Direct Report to the President.

- Managed up to five clients simultaneously, including International companies such as: McDonald's and Nissan
- Wrote fact sheets, press releases, talking points, letters, speeches and articles
- Coordinated, managed and organized events, such as press conferences, exhibitions, meetings, launches and promotions
- Performed media monitoring, analysis and ROI reports for clients and their competitors
- Coordinated media tours
- Trained up to three employees
- Supported strategies and other corrective actions employed to solve problems and issues as part of the crisis management process
- Produced over 15 public relations pieces per month, getting 90% of them published in at least two media outlets
- Got more than \$1M ROI publicity in a year for a client
- General Editor of a corporate newsletter that was read by more than 3,000 employees

Education

Master : Public Relations , 04/2011

University of Sacred Heart - City

Bachelor of Arts : Advertising & Public Relations , 04/2005

University of Puerto Rico - City

- <https://www.linkedin.com/in/migdaliz-ortiz-8303653b>

Affiliations

- Board Member of the Public Relations Professionals Association (ARPPR) - 2019
- Public Relations Professionals Association (ARPPR) member
- Global Alliance member

Additional Information

• Bilingual • Oral and Written Proficiency in English & Spanish

• Computer Knowledge - Windows; MS Office Suite (Advanced: Word, Power Point and Outlook & Intermediate: Excel)

Certifications

Communications Manager Certification - Business School of Navarra, Spain - 2010

Public Relations License R-223 since 2014

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