

## PUBLIC RELATIONS MANAGER

### Summary

A growing professional who blends academic training in recreation and sports management with hands on experience in operations, communications, media, and public relations. With a diverse background in the sports and event industry, I have gained an appreciation of what it means to work hard, manage time and roll with the punches. As a creative and logical hybrid, I tackle every opportunity with enthusiasm and determination and am always looking for a chance to learn.

### Highlights

3.5+ years in sports & event industry

Prepared press releases, event highlights, blog posts, media advisories & distributed news through various media channels Generated creative content for official websites, social media platforms, and emails

Computer proficient in Apple, Windows, Adobe Photoshop, Cision and Vocus

Recipient of Best B2C Marketing Team at the 2014 Utah Marketing Awards

### Accomplishments

Recipient of Best B2C Marketing Team at the 2014 Utah Marketing Awards

### Experience

05/2014 to Current

Public Relations Manager Company Name i¼ City , State

- Main media contact for The Color Run, The Color Run Night and Electric Run
- Established mutually beneficial relationships between organization and media, sponsors, charities, and runners
- Member of creative content team generating copywriting and content for all social media platforms and website
- Created & distributed press releases, media advisories, and media packets for over 240+ events in North America
- Set up interviews between staff and media along with training the staff with talking points and FAQ's
- Updated press page on website, monitored Wikipedia page, and managed press email address
- Analyzed media coverage and compile comprehensive information about the company for the media

10/2012 to 05/2014

Winter Olympic Games Press AttachÃ© Company Name i¼ City , State \* Prepared press releases, event highlights, media advisories, blog posts and distributed news on various media channels \* Prepared, posted and maintained content for the official website, social media platforms and membership e-newsletter \* Coordinated & facilitated athlete interviews, photo-shoots, video-shoots and appearances with local and national media \* Creatively pitched stories to local and national media about athletes and organization \* Assisted in creating and implementing fundraising initiatives directed towards membership and community \* Main point of contact for media at 2014 Olympic Team Trials and assisted in all phases of planning & execution of the event \* Handled all media requests, press conferences, questions, managing victory and event coverage for short track team \* Facilitated interview requests between coaches, athletes, staff and the media \* Managed relationships between organization and media while working closely with venue management

06/2012 to 10/2012

Foundation Associate Company Name i¼ City , State \* Assisted with charity section of official website and Foundation Facebook page \* Scheduled and managed volunteers, 50/50 raffle program and silent auction for all home games \* Planned and executed team fundraising events including Chicago Fire White Party, Bank of America Chicago Marathon, Fire Brews and Bites and Molly's Cupcake fundraiser

09/2011 to 06/2012

Front Office Intern Company Name i¼ City , State \* Planned, promoted and executed the Duke's Kids Club, Reading Wranglers program & team appearances in the community \* Planned and executed post-game autograph sessions, watch parties and season ticket holder events \* Assisted in merchandising and budgeting by running the team shop both in game and online \* Assisted heavily with media relations in producing team game notes and post game notes

08/2001 to 06/2012

Red Rock Raptors U9-U17 Girls Soccer Teams - Assistant Coach Company Name i¼ City , State \* Prepared documents and filed pleadings in various Nevada courts \* Interacted daily with clients to ensure their satisfaction with each case Leadership \* Taught the game of soccer by providing technical and tactical skill training 2-3 times per week \* Coordinated tournament, game participation and registered team players \* Actively participated in all phases of the training, coaching, and preparation of the soccer team \* Acted as Head Coach when necessary and as a mentor to young girls

05/2011 to 08/2011

Game & Team Operations Intern Company Name i¼ City , State \* Assisted with various pre-game and half-time promotions throughout the entire season \* Secured pre-game color guard, national anthem singers, walk of champion participants and volunteers \* Referee liaison for the 2011 CONCACAF-Gold Cup while also handling referee & team transportation

### Education

Bachelors of Science : Recreation Management University of Nevada Las Vegas i¼ City , State , US University of Nevada Las Vegas Las Vegas, Nevada // December 2012 \* Bachelors of Science in Recreation Management with a concentration of Sports Management

### Certifications

P.A

### Professional Affiliations

of creative content team generating copywriting and content for all social media platforms and website

#### **Presentations**

Handled all media requests, press conferences, questions, managing victory and event coverage for short track team

#### **Skills**

Clients, Legal Assistant, Satisfaction, Training, Coaching, Mentor, Public Relations, Fundraising, Copywriting, Budgeting, Media Relations, Merchandising, Games, Adobe Photoshop, B2c, Marketing, Photoshop, Associate, Liaison, Operations