

PUBLIC RELATIONS ASSISTANT

Professional Summary

My past experiences in academic and employment settings have developed the traits necessary for me to become an important team member in your organization. I am seeking a position that affords skill development and career advancement. I consider myself to be an excellent communicator, while being a creative thinker and a strong problem solver.

Core Qualifications

Public Relations, Marketing, Event Planning and Social Media (Facebook, Twitter, Instagram, LinkedIn, Pinterest & Google+) *Microsoft Office: Excel, Word, Power Point and Publisher Systems: Raiser's Edge and POD

Experience

Public Relations Assistant

July 2013 to Current Company Name i¼ City , State

- Interface with public relations agency daily to assist with media requests in a timely manner.
- Coordinate interviews between reporters, Renfrew staff and Renfrew alumni.
- Staff media shoots and serve as liaison between journalists and Renfrew staff.
- Formulate press releases, byline articles and media advisories.
- Maintain and post creative and timely copy/content to Facebook, Twitter, Instagram, LinkedIn and Google+: 4,900 likes on Facebook, 1,980 followers on Twitter, 1,320 followers on Instagram and 2,150 followers on LinkedIn.
- Participate in bi-weekly meetings with public relations agency to effectively coordinate key initiatives.
- Prepare and send out 'Industry News' to more than 300 company members.
- Assistant Editor for our professional newsletter, Perspectives, and our alumni newsletter, Connections.
- Plan and execute our annual social media campaign 'Barefaced & Beautiful, Without & Within' during National Eating Disorder Awareness Week: create copy/content for all social media platforms; track social media progress across all platforms; coordinate media interviews; work with all sites to organize various activities for patients and staff to participate in.
- Contact person for all alumni events and alumni webinars.
- Prepare post alumni event/webinar recap reports.
- Help plan and staff our annual alumni reunion in June for more than 300 attendees: schedule meetings and take minutes; vendor coordination including Renfrew maintenance; help generate theme, title, giveaway item, menu and workshops.
- Help plan and staff our annual professional conference in November for more than 500 attendees: coordinate staff registration; organize media training for Renfrew staff; point person for media in attendance.
- Assist the Northeast Region of Professional Relations Representatives.

Public Relations Administrative Assistant

January 2013 to July 2013 Company Name

- Assisted the Public Relations Manager with all aspects of public relations including uploading placements to the website, attended local media shoots and media trainings, formulated press releases and prepared the 'industry news.' Helped maintain and post to Facebook, Twitter and Instagram: 3,000 Likes on Facebook, 900 followers on Twitter and 160 followers on Instagram.
- Assisted with the planning and execution of our annual social media campaign 'Barefaced & Beautiful, Without & Within' during National Eating Disorder Awareness Week.
- Assisted the Alumni Relations Manager with all aspects of alumni relations including the planning of workshops, community events and Non-Residential Reunions.
- Assisted with the planning and execution of our annual alumni reunion including meeting minutes, vendor coordination including Renfrew maintenance, and the post-event recap report.
- Utilized Raisers Edge, our Alumni Database Entry System to assist with inquires and the development of accounts.
- Helped plan and staff our annual professional conference in November for more than 500 attendees.
- Assisted all 12 Professional Relations Representatives across our 13 sites with various duties including fulfilling literature requests as well as other administrative and clerical tasks.

Marketing Administrative Assistant

September 2011 to January 2013 Company Name i¼ City , State

- Assisted the Director of Marketing with various office duties including editing, copying, inventory, meeting minutes, research, and mailings as well as all aspects of event planning including our annual conference, alumni reunion, road shows, and community events.
- Assisted the Senior Marketing Coordinator with all aspects of advertising, sponsorships as well as free and paid listings.
- Helped monitor Facebook and Twitter: 2,000 Likes on Facebook and 400 followers on Twitter.
- Utilized POD, our Professional Database System and Raisers Edge, our Alumni Database System to assist with inquires and the development of accounts as well as tagging attendees from webinars and conferences.
- Assisted all 10 Professional Relations Representatives across our 11 sites with various duties including fulfilling literature requests as well as other administrative and clerical tasks.

Education

MBA : Social Media Marketing , 2014 Rutgers University Social Media Marketing

Bachelor of Arts Degree : 2011 Public Relations Penn State University

2007 High School Graduate St. Hubert Catholic High School for Girls

Additional Information

- Business and Personal References Available upon request

Skills

administrative, advertising, agency, bi, clerical, conferences, content, copying, Database, Edge, editing, Editor, Event Planning, inventory, Director, Marketing, media training, meetings, Excel, Microsoft Office, office, Power Point, Publisher, Word, newsletter, press releases, progress, Public Relations, Raiser's Edge, research, social media platforms, website, workshops, articles