

PUBLIC RELATIONS ACCOUNT COORDINATOR

Summary

Public relations professional possessing excellent project management, leadership and event planning skills with a strong background in brand building public relations.

Highlights

- Relationship building expert
- Deadline-driven
- Exceptional writer
- Exceptional multi-tasker
- Proficient in Adobe Creative Suite
- Organized and efficient
- WordPress
- Proficient in Adobe Creative Suite

Experience

Public Relations Account Coordinator Jan 2015 to Current

Company Name 1/4 City , State

- Create brand pitch letters and press releases for distribution
- Solidified top tier placement for brands such as FOX & Friends, USA Today, Yahoo!, AOL and Daily Finance
- Social media brand manager
- Casting manager fulfilling multiple media requests such as ABC Nightline
- Production manager for multiple video projects and events
- Organize and maintain all press hits
- Identified brand needs through market research and analysis.
- Create lists for distribution via Vocus and Cision

Account Coordinator Mar 2012 to Jan 2015

Company Name 1/4 City , State

- Organized production of North American Hairstyling Awards, a red carpet event with Giuliana and Bill Rancic, and charged with assisting in all aspects of event planning for major, high-profile promotional events.
- Provide account management services on a range of beauty-oriented accounts including ECRY NY, PIXI Beauty, NY Streets, Beauty Collection, Beauty Addicts, and Cosmoprof North America.
- Solidify top-tier online placements for clients, and develop media lists and press kits.
- Draft pitch letters and organize editorial calendars, coordinate mailings, and send products and press information to publications.
- Entrusted with management of clients' social media accounts.

Public Relations Intern Oct 2010 to May 2011

Company Name 1/4 City , State

- Charged with building press books for clients' media hits, and with creating event press releases for use in driving additional traffic to client sites and businesses.
- Oversaw three-part red carpet event with Nicky Hilton when she hosted at Chateau Nightclub, and created detailed write-up of event for client's blog
- Managed social media accounts via Hootsuite that better leveraged client services.

Education

Bachelor of Arts , Communication and Journalism 2014 University of Nevada 1/4 City , State Marketing, Public Relations and Journalism coursework

Skills

Account Management

Proficient in Vocus and Cision

Administrative Experience

Familiar with using TVEyes