
PR Account Executive Resume

Job Objective

Qualified PR Account Executive seeking work with an existing company in which to put my skills and knowledge to good use.

Highlights of Qualifications:

- Huge experience in implementing strategic PR plans and proposals to execute client goals
 - Superb understanding of the global news outlets (online and print), and blogger relations
 - Solid understanding of online and social media
 - Strong writing skills and amazing ability to write a variety of documents from news releases to proposals to reports
 - Excellent client relations and counseling skills
 - Outstanding ability to support editorial programs with social media initiatives
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Professional Experience:

PR Account Executive
Hernstat & Company, Newark, NJ
August 2007 – Present

- Created, edited and proofread materials ensuring quality and writing standards.
- Managed and tracked financial details of all projects.
- Implemented public engagement and social media tools.
- Coordinated new business process including research, proposal and pitch preparation.

PR Account Executive
CyberCoders, Newark, NJ
May 2004- July 2007

- Managed all aspects of plan implementation and budget.
 - Identified social media opportunities.
 - Prepared media lists, coordinated and organized client stewardship reports.
 - Developed and maintained media relations with key trade and mainstream media.
 - Resolved client issues.
 - Managed deadlines and client expectations.
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Education:

Bachelor's Degree in Communications
Atlantic University, Virginia Beach, VA

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