
PR Specialist Resume

Job Objective

Experienced PR Specialist of many years seeking employment with the company to help advance in the industry.

Highlights of Qualifications:

- Experience in managing external PR agency and monitoring all communications for organization
 - Operational knowledge of Microsoft Applications
 - Deep knowledge of different departments with SCEA
 - Immense ability to work on weekends for social networking
 - Exceptional ability to develop work according to growing market
 - Skilled to pay attention to detail
 - Amazing communication skills in both oral and written forms
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Professional Experience:

PR Specialist

Karen Morstad & Associates, Grand Island, NE

May 2006 – Present

- Developed and implemented public relation plans and maintained a favorable public image for clients.
- Participated and conducted various public relation activities and maintained media lists and assisted in distributing press releases.
- Designed reports on various media coverage and answered all incoming media queries.
- Prepared a press kit such as press releases and case studies.
- Managed all new products and introduced it into market by preparing sales objectives for same.
- Attended trade show press briefings and managed accommodation for clients.
- Assisted departments in preparing PPT presentations and press conferences.
- Coordinated with clients for publicity of client products in various financial magazines.

PR Specialist

Foot Levelers, Grand Island, NE

March 2003 – April 2006

- Prepared press releases and wrote articles for websites and various consumer publications.
 - Maintained good relations with editors and contractors.
 - Managed and updates databases for contacts and media.
 - Performed research for various programs and projects.
 - Developed metrics for dashboards and monitored effectiveness of all PR strategies.
 - Participated in various conventions and seminars.
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Education:

Bachelor's Degree in Business Management

American River College, Sacramento, CA

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