
Public Relations Specialist Resume

Job Objective

After years of experience, seeking work as a Public Relations Specialist within a qualified and stable company.

Highlights of Qualifications:

- Admirable experience in managing media relations, supervising media relation programs and handled all media requests
 - Outstanding knowledge of advertising through various media
 - Deep knowledge of brokerage industry and related principles
 - Immense ability to develop and plan multiple projects
 - Exceptional ability to prepare copies as a subject matter expert
 - Excellent skills to proofread copies
 - Skilled to write new releases
 - Proficient in all photographic software
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Professional Experience:

Public Relations Specialist
Vision Solutions, Inc., Norcross, GA
May 2006 – Present

- Coordinated with various teams and developed public awareness for assigned entities.
- Developed public relation plans and coordinated with marketing and business teams for its effective implementation.
- Assisted members of PR team in designing strategies for effective placement of stories in print and broadcast media to ensure achievement of all objectives.
- Provided assistance to key spokesperson on various public appearances and interviews.
- Performed research and edited new releases and articles before sending it to media.
- Monitored all media coverage on an everyday basis and implemented necessary media programs.
- Maintained good relations with physicians in hospitals and clinics to get accurate information.
- Worked with PR manager and provided support to hospital staff.

Public Relations Specialist
Sony Computer Entertainment America LLC, Norcross, GA
March 2003 – April 2006

- Prepared press kit materials such as press releases, case studies and related articles.
 - Managed all new product introductions and evaluated products in market.
 - Monitored pitching of product news and prepared required press tours and conferences.
 - Coordinated with Regional and National Account Managers and provided product training to same.
 - Participated in various trade show press briefings and managed all pressroom accommodations.
 - Prepared PPT presentations to be presented to media.
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Education:

Bachelor's Degree in Human Resource
Bethel University, Saint Paul, MN

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