

Emily Prosser

PR Specialist

Personal Info

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Skills

Press releases
Excellent

Media relations
Advanced

Crisis management
Advanced

Facebook marketing
Intermediate

Creative writing
Excellent

Languages

Spanish
Bilingual

Chinese
Intermediate

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Managed multiple PR and marketing annual budgets from \$5,000 to \$300,000. Helped increase clients' annual sales by up to 40%.

Experience

2013-03 - present
Senior PR Specialist
Berkadia, Ambler, PA

- Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.
- Supervised the external communications team in securing leads in top media outlets in the US and in international media.
- Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.
- Reviewed all forms of communication prior release.

Key achievement: 100% efficiency in meeting the external communications department's projects' milestones and goals.

2009-06 - 2013-03
PR Specialist
Adidas, Boston, MA

- Created and maintained lists of media contacts.
- Researched opportunities across online media channels.
- Produced product pitches and press kits.
- Responded to media inquiries and supported event organization

Key achievement: Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products - grew Facebook fan base from 0 to 12,000 in 4 months, gained 35,000 Instagram followers in 3 months.

2008-08 - 2009-06
Junior Communications Specialist
SAP, Newton Square, PA

- During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.
- Helped keep PR storage areas organized and the resources easily accesible, assisted in office administration activities.
- Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.
- Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.

Education

2007-09 - 2008-07
MA in Social Communications, specialization in PR and Media Marketing
University of Pennsylvania, Philadelphia, CA