

Emily Prosser

E-Mail: emily.prosser@gmail.com
Tel: 215-837-0553

Address: 542 Byers Lane Philadelphia, PA, 19019

Academic Details

09.2007 – 07.2008 - University of Pennsylvania, Philadelphia, CA

- MA in Social Communications
- Specialization in PR and Media Marketing

Languages

- Chinese (Intermediate)
- Spanish (bilingual)

Work Experience

Date of Joining: 2013-03 to now

Post: Senior PR Specialist

Organization: Berkadia, Ambler, PA

The scope of work: 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.

Date of Joining: 2009-06 to 2013-03

Post: PR Specialist

Organization: Adidas, Boston, MA

The scope of work: 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. Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products.

Date of Joining: 2008-08 to 2009-06

Post: Junior Communications Specialist

Organization: SAP, Newton Square, PA

The scope of work: 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 accessible, 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.

Hard and Soft Skills

- Press releases
- Media relations
- Crisis management
- Facebook marketing
- Creative writing

Emily Prosser

PR Specialist

Phone: 215 837 0553

WWW: emily-insights.com

E-mail: emily.prosser@gmail.com

LinkedIn: linkedin.com/in/emily-prosser

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. 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 20,000 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 accessible, assisted in office administration activities.
- Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.

Education

2007-09 - 2008-07

MA in Social Communications, specialization in PR and Media Marketing

University of Pennsylvania, Philadelphia, CA

Languages

Spanish

Bilingual

Chinese

Intermediate