

MASON WILSON

Media Relations Manager

✉ support@qwikresume.com ☎ (123) 456 7899 📍 Los Angeles
🌐 www.qwikresume.com



PROFESSIONAL SUMMARY

Dynamic Media Relations Manager with 7 years of robust experience in crafting and executing strategic communication initiatives. Proven expertise in media outreach, crisis management, and relationship building with journalists and stakeholders. Committed to enhancing brand visibility and fostering positive public perception through innovative PR campaigns and comprehensive media strategies.

WORK EXPERIENCE

Media Relations Manager
Quantum Solutions LLC

📅 Mar / 2021-Ongoing

📍 Phoenix, AZ

- Directed all external communications, enhancing brand reputation and visibility.
- Created and implemented a comprehensive media relations strategy, increasing positive media coverage.
- Proactively pitched stories to local, national, and trade media, successfully elevating company narratives.
- Collaborated with journalists to provide timely information and support for news articles.
- Conducted media training for senior leadership, preparing them for high-stakes interviews.
- Developed key messaging and talking points to ensure consistent communication across channels.
- Analyzed media coverage and adjusted strategies to optimize outreach efforts.

Media Relations Manager
Lakeside Apparel Co

📅 Mar / 2018-Mar / 2021

📍 Chicago, IL

- Authored engaging newsletters and press releases, increasing audience engagement.
- Managed media relations for events, ensuring maximum coverage and stakeholder participation.
- Documented and shared impactful stories from outreach initiatives, enhancing community relations.
- Coordinated communications with local media and public affairs, fostering strong relationships.
- Implemented interactive media strategies that significantly increased audience engagement during events.
- Produced live streaming content, boosting online presence and audience interaction.

EDUCATION

Bachelor of Arts in Communications
University of California, Berkeley

📅 Mar / 2015-Mar / 2018

📍 Chicago, IL

Focused on public relations, media studies, and strategic communication.

SKILLS



ACHIEVEMENTS

- 🏆 Secured over 100 media placements in top-tier outlets, enhancing brand visibility.
- 🏆 Developed a crisis communication plan that minimized negative media coverage by 75%.
- 🏆 Increased social media engagement by 40% through targeted PR campaigns.