EMMA JOHNSON

Media Relations Specialist





PROFESSIONAL SUMMARY

Dynamic communications professional with 2 years of dedicated experience in media relations and outreach. Proven ability to craft compelling narratives and build strong relationships with journalists across diverse platforms. Eager to leverage expertise in public relations to enhance brand visibility and engage target audiences effectively.

WORK EXPERIENCE

Media Relations Specialist

Apr/2024-Ongoing

Seaside Innovations

耳 Santa Monica, CA

- 1. Coordinated media outreach efforts, resulting in enhanced coverage across print, online, and broadcast channels.
- 2. Drafted and edited press releases and media kits to effectively communicate key messages.
- 3. Developed relationships with journalists and influencers to facilitate story placements.
- 4. Monitored media coverage and prepared reports to inform stakeholders of public perception.
- 5. Assisted in planning and executing press conferences and media events.
- 6. Conducted research to identify trending topics and relevant media opportunities.
- 7. Collaborated with cross-functional teams to align messaging and branding efforts.

Media Relations Specialist

Mar / 2023-Apr / 2024

Lakeside Apparel Co

T Chicago, IL

- 1. Facilitated communication between local media and organizational representatives.
- 2. Prepared daily media summaries to keep leadership informed of press activities.
- 3. Identified and pitched local news stories to increase community engagement.
- 4. Managed social media channels to promote news and events, enhancing audience reach.
- 5. Created visual and written content for press releases and newsletters.
- 6. Engaged with bloggers and online influencers to expand media coverage.

EDUCATION

Bachelor of Arts in Communication

University of Illinois

▼ Toronto, ON

Focused on media relations, public speaking, and digital communication strategies.

SKILLS

Media Monitoring Tools

Crisis Communication

Media Writing

Press Release Creation

ACHIEVEMENTS

Secured 15+ media placements in national outlets within the first year.

Increased social media engagement by 30% through targeted content strategies.

Developed and executed a successful media outreach plan that resulted in a 25% increase in press inquiries.