

WILLIAM PEREZ

Public Relations Assistant

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PROFESSIONAL SUMMARY

Enthusiastic Public Relations Assistant with 2 years of experience in crafting engaging content and executing outreach strategies. Adept at building strong relationships with stakeholders and enhancing brand visibility through effective communication. Passionate about promoting organizational goals and fostering community connections.

WORK EXPERIENCE

Public Relations Assistant

Quantum Solutions LLC

📅 Apr / 2024-Ongoing

📍 Phoenix, AZ

1. Supported Executive Managers in organizing company-wide public relations events and initiatives.
2. Contributed innovative ideas to develop strategic public relations goals and campaigns.
3. Authored press releases and promotional materials for various events.
4. Set measurable objectives for outreach programs and tracked progress.
5. Created editorial content for newsletters and social media platforms.
6. Participated in committees, overseeing volunteer efforts to promote community engagement.
7. Strengthened relationships with local organizations and stakeholders.

Public Affairs Assistant

Lakeside Apparel Co

📅 Apr / 2023-Apr / 2024

📍 Chicago, IL

1. Planned and executed protocol activities for VIP visits and special events.
2. Collaborated with local media to report on events, enhancing public awareness.
3. Maintained the college message board with relevant updates and announcements.
4. Managed incoming calls and messages for the Public Affairs Office.
5. Documented significant events through photography for the college's website.
6. Utilized photo editing skills to enhance visual content.

EDUCATION

Bachelor of Arts in Communication

State University

📅 Apr / 2022-Apr / 2023

📍 Toronto, ON

Focused on public relations and strategic communication.

SKILLS

Event Planning

Crisis Management

Writing Proficiency

Budget Management



ACHIEVEMENTS

- ★ Successfully increased social media engagement by 50% through targeted campaigns.
- ★ Coordinated a public event that attracted over 300 attendees, enhancing community relations.
- ★ Drafted press releases that contributed to a 20% increase in media coverage for key initiatives.