

JACKSON TURNER

Public Relations Assistant

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PROFESSIONAL SUMMARY

Dynamic public relations professional with 2 years of experience in media outreach and campaign execution. Skilled in building relationships with key stakeholders and creating impactful content across various platforms. Proficient in managing social media strategies, press releases, and event coordination, contributing to enhanced brand visibility and community engagement.

WORK EXPERIENCE

Public Relations Assistant

WidgetWorks Inc.

📅 Apr / 2024-Ongoing
📍 Denver, CO

- 1. Coordinated public appearances and events to enhance brand awareness and community goodwill.
- 2. Collaborated with production teams to create engaging advertisements and promotional materials.
- 3. Advised clients on effective communication strategies with stakeholders and the public.
- 4. Conducted research to analyze market trends and public opinion, providing actionable insights.
- 5. Fostered relationships with community representatives and public interest groups.
- 6. Managed a local food blog, posting original content bi-weekly to increase online engagement.
- 7. Utilized analytics to track engagement and improve content strategies.

Public Relations Assistant

Silver Lake Enterprises

📅 Apr / 2023-Apr / 2024
📍 Seattle, WA

- 1. Drafted and edited press releases and promotional materials for distribution to media outlets.
- 2. Created compelling content to align with client branding and messaging strategies.
- 3. Achieved over 140 media placements for clients across major U.S. markets.
- 4. Performed competitive analysis to identify opportunities for client growth.
- 5. Compiled and presented quarterly reports on media coverage and engagement metrics.
- 6. Managed social media accounts, crafting posts to enhance client visibility.

EDUCATION

Bachelor of Arts in Communication

University of California, Davis

📅 Apr / 2022-Apr / 2023
📍 Phoenix, AZ

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

SKILLS



ACHIEVEMENTS

- 🌟 Increased media coverage by 30% through targeted press release campaigns.
- 🌟 Successfully organized a community event that attracted over 500 attendees, enhancing brand visibility.
- 🌟 Developed a social media strategy that boosted engagement by 40% in three months.