



ALEXANDER SCOTT

Public Relations Intern

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PROFESSIONAL SUMMARY

Enthusiastic Public Relations professional with two years of experience in fostering media relationships and creating strategic communications. Proficient in crafting press releases and social media content that elevates brand messaging. Seeking to leverage my skills in digital outreach and event coordination to support innovative PR campaigns and enhance audience engagement.

WORK EXPERIENCE

Public Relations Intern Apr / 2024-Ongoing
Pineapple Enterprises Santa Monica, CA

- Drafted press releases highlighting key museum events, increasing public awareness and attendance.
- Developed and maintained a comprehensive database of local media contacts to enhance outreach efforts.
- Secured interest from multiple school publications, resulting in increased inquiries about public programs.
- Supported the development of initiatives aimed at engaging student journalists with the Museum's offerings.
- Consolidated hotel contact lists for event coordination, improving logistical efficiency.
- Negotiated promotional placements with local libraries to enhance community engagement with the museum's digital resources.
- Conducted follow-up communications to ensure successful media coverage of events.

Public Relations Intern Apr / 2023-Apr / 2024
Summit Peak Industries Denver, CO

- Managed the flow of information between departments and external partners to ensure seamless communication.
- Coordinated logistics for meetings and special events, ensuring all details were executed flawlessly.
- Assisted in the creation and management of company social media accounts to enhance brand visibility.
- Conducted research on industry trends to inform PR strategies and content development.
- Provided customer service support, addressing inquiries and fostering positive relationships.
- Maintained internal communication platforms to streamline information sharing among team members.

EDUCATION

Bachelor of Arts in Communication Apr / 2022-Apr / 2023
University of California, Berkeley Denver, CO
Focused on public relations, media studies, and digital communications.

SKILLS



INTERESTS

- Podcasts Language Learning
Dancing Cycling

STRENGTHS

- Intuition Leadership
Listening Mentorship

LANGUAGES



ACHIEVEMENTS

- Successfully increased social media engagement by 30% through targeted campaigns.
- Coordinated a community outreach event that attracted over 200 participants.