

[First Name Last Name]

[City, State] | [email@example.com] | [+1 (555) 555-5555] | [LinkedIn URL] | [Portfolio/Website]

PROFESSIONAL SUMMARY

Strategic **Public Relations Specialist** with [X+] years of experience developing integrated PR campaigns, managing media relations, and protecting brand reputation across [industry/sector]. Proven track record of securing high-impact coverage in [top-tier outlets] and crafting compelling narratives that align with business objectives. Adept at crisis communications, executive messaging, and cross-functional collaboration to support product launches and corporate initiatives. Known for data-informed storytelling, strong stakeholder management, and consistent delivery of measurable PR outcomes.

PROFESSIONAL EXPERIENCE

[Senior Public Relations Specialist] | [Company Name], [City, State]

[Month Year] – Present

- Led the development and execution of integrated PR strategies for [key product line/brand], resulting in a [XX%] increase in positive media mentions and [XX%] uplift in share of voice across priority markets.
- Built and maintained relationships with over [XX] journalists, editors, and influencers in [industry/beat], securing placements in [notable outlets] and generating an estimated [XX million] media impressions per quarter.
- Partnered with marketing, social media, and content teams to align messaging across channels, creating media kits, talking points, and press materials that improved message consistency and reduced approval time by [XX%].

[Public Relations Coordinator] | [Company Name], [City, State]

[Month Year] – [Month Year]

- Coordinated day-to-day media outreach, press release distribution, and follow-up, contributing to [XX+] earned media placements annually and supporting key corporate announcements and events.
- Drafted and edited press releases, media pitches, Q&A documents, and briefing books for executives, improving media briefing preparedness and reducing message deviations during interviews by [XX%].
- Tracked coverage using [Media Monitoring Tool] and compiled weekly and monthly reports with KPIs (reach, sentiment, share of voice), providing insights that informed campaign adjustments and stakeholder updates.

EDUCATION

[Bachelor of Arts in Public Relations / Communications / Journalism] | [University Name], [City, State]

[Month Year] – [Month Year]

[Relevant Coursework: Media Relations, Strategic Communications, Crisis Communication, Digital Marketing, Research Methods]

[Professional Certification in Public Relations / Communications] | [Issuing Organization]

[Month Year] – [Month Year]

[Brief note on certification focus, e.g., "Focus on strategic communication planning, stakeholder engagement, and measurement."]

SKILLS

Core PR Skills

Media Relations, Press Release Writing, Story Pitching, Crisis Communication, Reputation Management, Event & Press Conference Coordination

Strategic & Analytical

Communication Strategy, Message Development, Stakeholder Management, Campaign Planning, KPI Tracking & Reporting, Media Monitoring & Analysis

Digital & Tools

[Cision / Meltwater], [Muck Rack], [Google Analytics], Social Media Platforms, Content Management Systems, MS Office / Google Workspace

Writing & Content

Executive Briefings, Thought Leadership Articles, Q&A Documents, Talking Points, Blog & Web Copy, Internal Communications

Soft Skills

Relationship Building, Strategic Thinking, Attention to Detail, Cross-Functional Collaboration, Time Management, Presentation & Public Speaking

SELECTED PROJECTS

[National Product Launch PR Campaign] | [Company / Brand]

[Month Year] – [Month Year]

- Developed a comprehensive PR plan for the launch of [product/feature], including messaging framework, media list, press materials, and launch timeline, contributing to [XX+] earned media placements within [X] weeks.
- Coordinated embargoed briefings and launch-day interviews with [XX] key journalists and influencers, achieving coverage in [top-tier outlets] and generating [XX million] impressions.
- Collaborated with social and content teams to repurpose coverage and key messages across owned channels, increasing website referral traffic from earned media by [XX%] during the launch period.

[Crisis Communication & Issues Management Initiative] | [Organization / Brand]

[Month Year] – [Month Year]

- Supported the development of a crisis communication playbook, including holding statements, escalation protocols, and media response templates, reducing response time to critical issues by [XX%].
- Monitored traditional and social media during a high-visibility incident using [Media Monitoring Tool], providing real-time sentiment and coverage reports to leadership for informed decision-making.
- Drafted internal and external communications that maintained message consistency and transparency, helping stabilize sentiment and prevent escalation across key stakeholder groups.