

WORK EXPERIENCE

Account Executive • Zeno Group • January 2021 – Present

- Contributes to the execution of PR campaigns for over 5 Coca-Cola Company and Proctor & Gamble brands including product launches, multicultural consumer engagements and brand initiatives across target audiences
- Aligns strategy and develops partnerships with cross functional partners including analytics, social media, advertising and marketing
- Measures and reports success of PR strategy for programs such as Coke Flavors, Sprite Winter Spiced Cranberry Zero Sugar, Coke with Coffee, Crest Whitening Emulsions and Ulta Beauty MUSE 100 launch

Assistant Account Executive • Interdependence Public Relations • January 2020 – December 2020

- Contributed and supported 6 to 8 accounts, ranging from consumer, tech and real estate clients and actively participated in client and team meetings
- Established and maintained effective relationships with key media contacts across national, regional, local and industry-specific outlets
- Drafted a range of written materials daily, such as media pitches, press releases, thought leadership pieces and bylines, award submissions and briefing sheets

Public Relations Intern • FleishmanHillard • September 2019 – December 2019

- Supported 3 PepsiCo and Hershey Company brands with daily media relations efforts, including building and executing social media strategy through press releases, pitches and media lists
- Monitored and tracked PepsiCo brand coverage to help create recap reports of product campaigns and monthly client update reports
- Vetted influencers for product outreach and interacted with targeted virtual communities on social media

Public Relations Intern • ICF Next • February 2019 – June 2019

- Assisted 4 MillerCoors and 6 Kraft Heinz brands with media relations by executing social media strategy through competitive research, platform determination, messaging and audience identification
- Contributed to the execution of the overall strategy of Lunchables Brunchables activation, helping to secure over 1 billion impressions and over 700 placements
- Generate, edit, publish and share daily content that builds meaningful connections and encourages target audiences to act

EDUCATION

Bachelor of Science in Public Relations

Illinois State University

Degree Earned: December 2018

Certification in Education for Public Relations (CEPR)

Accredited Program

SKILLS

Proficient in Microsoft Office

Experience using Cision, TrendKite, Muckrack, Critical Mention and TVEyes

Proficient in pitching, drafting press releases and pitches

Experience in compiling monitoring reports, brainstorming for strategy and creating recap decks
