

Amara Johnson

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SUMMARY

Dynamic PR Specialist with over 5 years of experience in media relations, content development, and crisis communication. Proven track record of enhancing brand visibility and driving engagement through strategic communication initiatives.

EXPERIENCE

Public Relations Specialist

Jan 2022 - Present

XYZ Communications, San Francisco, CA

- Increased positive media coverage by 40% through targeted press releases and media outreach campaigns.
- Developed and executed a crisis communication strategy that reduced response time by 50% during critical incidents.
- Managed social media presence leading to a 30% growth in followers and a 25% increase in engagement.

Communications Coordinator

Jun 2018 - Dec 2021

ABC Tech Solutions, Los Angeles, CA

- Spearheaded a rebranding initiative that boosted brand recognition by 60% within one year.
- Collaborated with cross-functional teams to produce high-quality content, resulting in a 20% increase in website traffic.
- Implemented media tracking tools to analyze outreach effectiveness, improving PR strategies by 15%.

Public Relations Intern

Jan 2017 - May 2018

DEF Media Group, New York, NY

- Assisted in the preparation and distribution of press materials, securing placements in key publications.
- Supported event planning for product launches, contributing to a 10% increase in event attendance.
- Conducted media research that improved the targeting of communication efforts.

EDUCATION

Bachelor of Science in Communication

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: Media Relations, Crisis Communication, Content Creation, Social Media Management

Tools & Frameworks: Cision, Hootsuite, Google Analytics