

Christel Zemer

Public Relations Coordinator

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☎ (897) 907-1435

📍 123 Peachtree St, Atlanta, GA 30303

EDUCATION

Bachelor of Arts in Public Relations at University of Georgia, Athens, GA

Aug 2017 - May 2022

Relevant Coursework: Public Relations Principles and Practices, Media Writing, Crisis Communication, Social Media Strategy, PR Campaigns, Digital Marketing, Corporate Communication, Ethics in PR, Media Relations, and Event Planning.

LINKS

[linkedin.com/in/christelzemer](https://www.linkedin.com/in/christelzemer)

SKILLS

Crisis Management

Media Relations

Event Planning

Content Creation

Social Media Strategy

Press Release Writing

Cision (media database software)

LANGUAGES

English

Dutch

HOBBIES

Photography

Creative writing

Social media content creation

PROFILE

Dedicated Public Relations Coordinator with 1 year of experience in effectively managing communication strategies, crafting compelling content, and fostering strong media relationships. Demonstrates excellent organizational skills, attention to detail, and a proactive approach in executing campaigns that promote brand awareness and enhance reputation. Committed to continuous learning and staying current on industry trends to drive successful public relations initiatives.

EMPLOYMENT HISTORY

● Public Relations Coordinator at Edelman, GA

Mar 2023 - Present

- Successfully managed a high-profile product launch event for a major client, resulting in a 20% increase in media coverage and a 15% boost in social media engagement compared to previous launches.
- Developed and executed a strategic PR campaign for a non-profit organization, generating over 50 positive media placements and a 25% increase in donations within the first three months.
- Coordinated crisis communication efforts for a client experiencing a reputation issue, resulting in a 30% decrease in negative online mentions and a 10% improvement in overall brand sentiment within six months.

● Assistant Public Relations Coordinator at Jackson Spalding, GA

Sep 2022 - Jan 2023

- Successfully secured 15 high-impact media placements for a major client campaign, resulting in a 25% increase in brand visibility and a 10% increase in sales within the first quarter of the campaign.
- Developed and executed a social media strategy that led to a 30% growth in engagement and a 20% increase in followers across all platforms for a leading non-profit organization client.
- Coordinated and managed a large-scale public relations event for a key client, attracting over 500 attendees, generating 50+ media stories, and fostering important industry connections.

CERTIFICATES

Accredited in Public Relations (APR)

Aug 2021

Certificate in Principles of Public Relations

Mar 2020

MEMBERSHIPS

Public Relations Society of America (PRSA)

International Association of Business Communicators (IABC)