

# JANICE HADWIGER

Media Relations Manager

[janice.hadwiger@gmail.com](mailto:janice.hadwiger@gmail.com)

(112) 615-8231

1234 Maple St, Milwaukee, WI 53202



## PROFILE

A dynamic Media Relations Manager with 5 years of experience in driving impactful public relations strategies, fostering strong media relationships, and crafting compelling press materials. Adept at proactively identifying opportunities to enhance brand visibility, while expertly navigating a rapidly evolving media landscape. Combines exceptional communication skills with a proven track record of successfully managing high-profile campaigns and crisis communications.

## LINKS

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

## SKILLS

Crisis Management

Press Release Writing

Social Media Analytics

Influencer Outreach

Cision Database

Media Pitching

Hootsuite Platform

## LANGUAGES

English

Bengali

## HOBBIES

## EMPLOYMENT HISTORY

### Media Relations Manager at Quad/Graphics, WI

Apr 2023 - Present

- Secured over 50 high-impact media placements in top-tier publications, such as The New York Times and Forbes, resulting in a 25% increase in brand visibility and 15% growth in website traffic for Quad/Graphics within one year.
- Developed and executed a successful media relations strategy for the launch of Quad/Graphics' new product line, generating over \$2 million in sales within the first six months and garnering widespread industry recognition.
- Established and maintained strong relationships with key industry influencers and journalists, leading to a 30% increase in positive media coverage for Quad/Graphics within two years.
- Implemented a comprehensive media monitoring system, allowing the company to track and analyze media coverage more efficiently, resulting in a 20% improvement in response times to critical news stories and a 10% reduction in PR crisis situations.

### Assistant Media Relations Manager at Kohler Co., WI

Jul 2018 - Feb 2023

- Successfully managed a team of 5 media relations specialists, resulting in a 25% increase in positive media coverage for Kohler Co. within the first year and improved brand visibility in key markets.
- Developed and executed a strategic media relations plan that led to a 40% increase in monthly press mentions and a 15% growth in social media followers, driving higher engagement and website traffic.
- Secured high-profile media placements for Kohler Co., including features in Forbes, Architectural Digest, and The Wall Street Journal, which contributed to a 20% increase in sales leads and inquiries.

## EDUCATION

### Bachelor of Arts in Communications and Media Studies at University of Wisconsin-Madison, WI

Sep 2014 - May 2018

Relevant Coursework: Media Theory, Digital Media Production, Interpersonal Communication, Public Relations, Advertising, Journalism, Social Media Marketing, Visual Communication, Media Law and Ethics, and Intercultural Communication.

## CERTIFICATES

### Accredited in Public Relations (APR)

Feb 2022