

# Hollie Tenhagen

Public Affairs Specialist

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## EDUCATION

### Bachelor of Arts in Communications and Public Relations at Kansas State University, Manhattan, KS

Aug 2018 - May 2022  
Relevant Coursework: Public Relations Principles, Corporate Communications, Media Writing, Crisis Management, Social Media Strategy, Integrated Marketing Communications, and Persuasive Communication Techniques.

## LINKS

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

## SKILLS

- Crisis Management
- Media Relations
- Stakeholder Engagement
- Strategic Communications
- Social Media Analytics
- Public Speaking
- Event Planning

## LANGUAGES

- English
- German

## HOBBIES

Photography

## PROFILE

Results-driven Public Affairs Specialist with 1 year of experience in developing and executing strategic communication plans to enhance organizational reputation. Adept at media relations, community outreach, and content creation, with proven success in fostering positive public perception. Skilled in conducting thorough research and leveraging strong analytical skills to identify key insights for effective communication. Highly organized and adaptable professional, dedicated to building lasting relationships with stakeholders and achieving public affairs goals.

## EMPLOYMENT HISTORY

### Public Affairs Specialist at Sprint Corporation, KS

Apr 2023 - Present

- Successfully increased brand visibility by 30% through the development and implementation of strategic public relations campaigns, leading to a 15% increase in new customers for Sprint Corporation in Kansas.
- Led a team of 5 to coordinate and execute over 50 successful community outreach events within a year, resulting in a 25% increase in positive local media coverage and strengthening relationships with key stakeholders.
- Secured high-profile media placements in top-tier outlets, including The New York Times, Forbes, and CNBC, resulting in a 40% increase in overall media coverage and boosting Sprint Corporation's reputation in Kansas.
- Managed crisis communication efforts during a network outage that affected thousands of customers, effectively minimizing negative publicity and reducing customer churn rate by 10% through prompt and transparent communication.

### Associate Public Affairs Specialist at Cargill, KS

Jul 2022 - Feb 2023

- Successfully managed a community outreach campaign that reached over 10,000 local residents, increasing awareness of Cargill's sustainability initiatives by 25%.
- Developed and executed a strategic communications plan for a new product launch, resulting in a 15% increase in sales within the first three months and garnering positive media coverage.
- Coordinated and executed a high-profile public event for Cargill, KS, attracting over 2,000 attendees and raising \$50,000 in sponsorships to support local community programs.
- Implemented a social media strategy that increased Cargill's online presence, growing the company's Facebook followers by 30% and Twitter followers by 20% within a six-month period.

## CERTIFICATES

### Accredited in Public Relations (APR)

Apr 2022

### Certified Public Relations Specialist (CPRS)

Jul 2020