

OLETHA BRANAUGH

Public Information Officer

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(156) 260-8342

123 Elm Street, Omaha, NE 68104



PROFILE

Results-oriented Public Information Officer with 2 years of experience in developing and implementing strategic communication plans. Skilled in media relations, public relations, and crisis management. Adept at creating compelling content to engage diverse audiences and foster positive community relationships. Demonstrated ability to manage multiple projects simultaneously while maintaining a strong attention to detail and meeting deadlines. Proficient in collaborating with various stakeholders and committed to promoting transparency and information sharing.

LINKS

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

SKILLS

Crisis Communication

Media Relations

Social Media Management

Content Creation

Strategic Messaging

Community Outreach

Press Release Writing

LANGUAGES

English

Urdu

EMPLOYMENT HISTORY

● Public Information Officer at Nebraska Public Power District, NE

Feb 2023 - Present

- Successfully managed a crisis communication campaign during the 2019 Nebraska floods, ensuring accurate and timely information dissemination to over 50,000 affected residents and coordinating with local and state emergency management agencies.
- Developed and executed a comprehensive public relations strategy that increased positive media coverage by 25% and improved the organization's overall reputation within the community.
- Implemented a social media plan that grew the Nebraska Public Power District's online presence by 40%, resulting in increased customer engagement and satisfaction rates.
- Organized and facilitated over 20 community outreach events annually, building strong relationships with local stakeholders and enhancing the public's understanding of the organization's role in providing reliable energy services.

● Assistant Public Information Officer at Omaha Public Power District, NE

Aug 2021 - Dec 2022

- Successfully managed a crisis communication campaign during the 2019 floods in Nebraska, resulting in timely and accurate information dissemination to over 100,000 affected customers and coordination with local emergency response teams.
- Developed and executed an integrated public information strategy that increased the Omaha Public Power District's social media following by 30% and website traffic by 25% within one year, enhancing public engagement and brand visibility.
- Organized and facilitated over 50 community outreach events in 2018, strengthening relationships with key stakeholders and generating positive media coverage that reached approximately 500,000 people across the Omaha metro area.

EDUCATION

Bachelor of Arts in Communications at University of Nebraska-Lincoln, NE

Sep 2017 - May 2021

Relevant Coursework: Media and Society, Interpersonal Communication, Mass Communication, Public Relations, Digital Media, Journalism, Advertising, Media Ethics, Intercultural Communication, and Communication Research Methods.

CERTIFICATES

Accredited in Public Relations (APR)