

# Ketra Ownby

Public Relations  
Assistant

## Profile

## Employment History

## Education

### Details

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Dedicated Public Relations Assistant with one year of experience in supporting and executing successful PR campaigns and strategies. Skilled in media relations, content creation, and event coordination. Demonstrates strong communication and interpersonal abilities, coupled with a keen eye for detail, to seamlessly manage projects and enhance brand image. A proactive team player committed to fostering positive relationships with clients and stakeholders.

### Public Relations Assistant at Edelman, CA

Apr 2023 - Present

- Secured a high-profile media placement for a client in the New York Times, resulting in a 25% increase in brand visibility and a 15% uptick in sales over a three-month period.
- Successfully managed and executed a social media campaign for a leading tech company, leading to a 30% growth in followers and a 40% increase in engagement rates within six months.
- Coordinated a large-scale product launch event for a major consumer goods client, attracting over 500 attendees, generating 50 media hits, and contributing to a 20% boost in product sales in the first quarter after the launch.

### Public Relations Intern at , CA

Aug 2022 - Mar 2023

- Secured media placements in 10 major publications, including Los Angeles Times and Forbes, resulting in a 20% increase in brand awareness for the company in the California market.
- Orchestrated a successful press conference for a product launch, attracting over 100 attendees from top-tier media outlets and generating 30+ positive media stories.
- Managed social media accounts for the company, growing the follower base by 50% within three months and increasing engagement by 35%, leading to a 15% rise in website traffic.
- Developed and executed a targeted influencer campaign that led to partnerships with 20 high-profile influencers, resulting in a 25% increase in sales and 10,000 new social media followers.

### Bachelor of Arts in Public Relations at California State University, Long Beach

Sep 2018 - May 2022

Relevant Coursework: Public Relations Principles, Media Writing, Strategic Communication, Media Planning, Crisis Communication, Digital Media and Analytics, Campaign Planning, Event Management, and Public Relations Ethics.