


# Makenzy Kallis

## Public Relations Coordinator

Energetic Public Relations Coordinator with 1 year of experience in effectively promoting brand awareness and managing communication strategies. Proficient in crafting compelling press releases, coordinating events, and maintaining strong media relationships. Adept at leveraging social media platforms to boost brand image and foster engagement. Skilled in collaborating with cross-functional teams to achieve company goals and enhance public perception.

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### Education

**Bachelor of Arts in Public Relations at University of Nebraska-Lincoln, NE**

Aug 2017 - May 2022

Relevant Coursework:

Public Relations Principles, Media Writing, Digital Media Production, Strategic Communications, Crisis Communications, Social Media Management, Public Relations Campaigns, Media Ethics and Law, Research Methods, and Event Planning.

### Links

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

### Skills

Crisis Management

Media Relations

Content Creation

Social Media Strategy

Event Planning

Press Release Writing

Google Analytics

### Employment History

#### Public Relations Coordinator at Kutak Rock, NE

May 2023 - Present

- Successfully secured media coverage for a high-profile client, resulting in a 25% increase in brand visibility and a 15% increase in sales over a six-month period.
- Coordinated and executed a successful PR campaign for a new product launch, generating over 50 media placements across print, digital, and broadcast outlets, reaching an audience of over 2 million potential customers.
- Developed and maintained relationships with key industry influencers, leading to a 30% increase in positive brand mentions and endorsements on social media platforms.

#### Assistant Public Relations Coordinator at Swanson Russell, NE

Sep 2022 - Mar 2023

- Successfully secured 10+ media placements for clients in top-tier publications, resulting in a 25% increase in brand visibility and recognition within the first six months of employment at Swanson Russell, NE.
- Developed and executed a comprehensive social media strategy for a major client, which led to a 30% increase in engagement and a 20% growth in followers across all platforms within a year.
- Coordinated and managed over 15 successful PR events and campaigns for various clients, generating an average of 300 attendees per event and garnering significant media coverage for each campaign.
- Established strong relationships with key industry influencers and journalists, resulting in a 40% increase in positive media coverage for clients and a 15% improvement in overall client satisfaction during the tenure at Swanson Russell, NE.

### Certificates

#### Accredited in Public Relations (APR)

Aug 2021

#### Certificate in Principles of Public Relations

May 2020