

Jacqui Senesi

Public Relations Manager

✉ jacqui.senesi@gmail.com

☎ (189) 403-6959

📍 1234 Aloha Street, Honolulu, HI 96815

EDUCATION

Bachelor of Arts in Public Relations at University of Hawaii at Manoa, Honolulu, HI

Aug 2014 - May 2018

Relevant Coursework: Public Relations Principles, Media Writing, Communication Theory, Digital Media Strategies, Media Ethics and Law, Crisis Communication, PR Campaign Planning, and Event Management.

LINKS

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

SKILLS

Crisis Management

Media Relations

Social Media Strategy

Content Creation

Event Planning

Brand Messaging

Influencer Outreach

LANGUAGES

English

Indonesian

HOBBIES

Photography

Creative writing

PROFILE

Dedicated Public Relations Manager with 5 years of experience in developing and executing successful PR campaigns, enhancing brand reputation, and driving media engagement. Skilled in fostering strong relationships with key media contacts, crafting impactful press materials, and managing social media presence. Proven ability to collaborate with cross-functional teams and create strategic communication plans, ensuring consistent messaging and increased brand awareness. Adept at crisis management and navigating high-pressure situations with professionalism and poise.

EMPLOYMENT HISTORY

● Public Relations Manager at Anthology Marketing Group, HI

Feb 2023 - Present

- Successfully secured over 50 high-profile media placements for clients within a year, resulting in a 30% increase in brand visibility and a 20% increase in sales for those clients.
- Orchestrated a major publicity campaign for a local event that attracted over 10,000 attendees and garnered extensive media coverage, including features in top local publications and television spots.
- Developed and implemented a crisis communication plan for a client facing negative press, which led to a 40% reduction in negative sentiment and a 25% increase in positive sentiment within three months.

● Assistant Public Relations Manager at Stryker Weiner & Yokota Public Relations, HI

Sep 2018 - Jan 2023

- Successfully secured a high-profile media placement for a client, resulting in over 5 million impressions and a 25% increase in brand awareness within the target audience.
- Coordinated and executed a PR campaign for a major product launch that generated over 150 media hits, including coverage in top-tier publications such as Forbes, The Wall Street Journal, and TechCrunch.
- Developed and maintained relationships with key influencers, leading to a 50% increase in positive social media mentions for clients and a 20% growth in overall engagement.

CERTIFICATES

Accredited in Public Relations (APR)

Jan 2022

Certified Public Relations Counselor (CPRC)

Mar 2020

MEMBERSHIPS

Public Relations Society of America (PRSA)