

# Suzanna Bowen

Public Relations  
Coordinator

---

## Details

[suzanna.bowen@gmail.com](mailto:suzanna.bowen@gmail.com)

(486) 160-7445

123 Anchorage Way, Fairbanks, AK 99701

---

## Profile

Results-driven Public Relations Coordinator with 2 years of experience crafting and implementing strategic PR campaigns. Adept at building strong media relationships, developing compelling press materials, and coordinating events to enhance brand image. Skilled in social media management and analytics for effective audience engagement. Demonstrates exceptional communication skills and a proven track record of meeting objectives and delivering results. Seeking a challenging role to further develop and showcase PR expertise.

---

## Employment History

---

### Public Relations Coordinator at Thompson & Co. Public Relations, AK

Feb 2023 - Present

- Successfully coordinated and executed a high-profile product launch event for a major client, resulting in over 200 media placements and a 40% increase in brand awareness within the target market.
- Developed and implemented a comprehensive social media strategy for a new client, leading to a 30% growth in their online following and a 25% increase in web traffic within six months.
- Secured a total of 50 high-impact media placements for clients within a single quarter, including features in Forbes, The Wall Street Journal, and The New York Times, contributing to a 20% increase in company revenue during that period.

### Assistant Public Relations Coordinator at Brilliant Media Strategies, AK

Jul 2021 - Jan 2023

- Successfully secured a feature story in a top-tier publication, increasing brand visibility by 25% and driving a 15% increase in website traffic for a key client within the first quarter of employment at Brilliant Media Strategies.
- Orchestrated a highly successful press event for the launch of a new product line, resulting in over 50 media attendees, 30 published articles, and a 20% increase in social media engagement within one month.
- Developed and executed targeted media outreach campaigns that generated a total of 150 media placements, surpassing the company's annual goal by 10%, and contributing to a 12% increase in overall client satisfaction at Brilliant Media Strategies.

---

## Education

---

### Bachelor of Arts in Public Relations at University of Alaska Anchorage, AK

Sep 2017 - May 2021