

DAHLIA PISKULA

Public Affairs Specialist

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PROFILE

I am a Public Affairs Specialist with over 3 years of experience in the field. I have worked with various clients and organizations, providing them with support in developing and executing public affairs plans. I have also developed strong relationships with media outlets, which has resulted in positive exposure for my clients. In addition to this, I have excellent writing skills and have written numerous press releases, articles, blog posts etc., that have generated significant interest among readers.

LINKS

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

SKILLS

Writing



Editing



Research



Media Relations



Social Media Management



Event Planning and Coordination



Public Speaking



LANGUAGES

English



French



EMPLOYMENT HISTORY

Public Affairs Specialist at Gannett, IN

Mar 2022 - Present

- Led the development and implementation of a successful social media strategy that increased web traffic by 20%.
- Wrote and distributed press releases that resulted in an average of 15 media placements per month.
- Planned and executed 3 large-scale public events with over 1,000 attendees each.
- Developed relationships with key members of the local media, resulting in frequent positive coverage of our organization.
- Successfully managed a team of 4 direct reports responsible for various communications activities.
- Created and implemented an employee communications program that improved morale and reduced turnover by 30%.

Public Affairs Associate at McGraw Hill, IN

Jul 2019 - Feb 2022

- Wrote and distributed press releases to local, state, and national media outlets - resulting in an increase of positive media coverage by 20%.
- Crafted social media content across multiple platforms that engaged target audiences and increased followers by 15%.
- Planned and executed successful public relations campaigns that generated awareness for the organization among key stakeholders.
- Managed day-to-day operations of the office, including budgeting, scheduling, event planning, and project coordination.
- Acted as liaison between the organization and government officials at all levels to ensure smooth communication and collaboration.

EDUCATION

Bachelor of Science in Public Affairs at Indiana University Bloomington

Aug 2015 - May 2019

I have learned how to communicate with people from diverse backgrounds, how to think critically about public policy issues, and how to use data to inform my decision-making.

CERTIFICATES

Certified Government Financial Manager (CGFM)

Oct 2020

Certified Public Finance Officer (CPFO)

Mar 2019