

# NINETTE SCHANEN

Public Relations Manager

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## PROFILE

I am a Public Relations Manager with over 5 years of experience. I have worked in various industries and have gained valuable skills and knowledge in the field of public relations. I am an excellent communicator and have strong writing, editing, and research skills. I am also experienced in event planning and media relations. I am knowledgeable about social media platforms and how to use them effectively for marketing purposes.

## LINKS

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

## SKILLS

Writing

Editing

Research

Media Relations

Communications Strategy

Event Planning

Social Media

## LANGUAGES

English

Arabic

## HOBBIES

Reading

## EMPLOYMENT HISTORY

### Public Relations Manager at Blue 449, IN

Mar 2022 - Present

- Wrote and distributed press releases to local, state, and national media outlets which resulted in an increase of positive news stories by 20%.
- Led a social media campaign that increased web traffic by 15% and generated over 1 million impressions.
- Created a PR strategy that positioned the company as thought leaders in their industry which led to speaking engagements at 3 major conferences.
- Wrote an op-ed piece for The New York Times which was published on the front page of the Sunday edition.
- Successfully pitched story ideas to top tier media outlets resulting in features on NBC Nightly News, CNN Headline News, and Fox & Friends.
- Managed relationships with key stakeholders including clients, vendors, partners, investors.

### Assistant Public Relations Manager at GSD&M, IN

Jul 2017 - Feb 2022

- Wrote and distributed press releases that resulted in an increase of media coverage by 20%.
- Designed and implemented social media campaigns that increased followers by 15%.
- Arranged and hosted successful events with up to 500 attendees.
- Wrote articles for the company website that received over 100,000 views.
- Negotiated contracts with vendors that saved the company 10% on total costs.

## EDUCATION

### Bachelor of Arts in Public Relations at Indiana University, Bloomington, IN

Sep 2012 - May 2017

Some skills I've learned are effective writing, editing and proofreading skills, how to create and maintain media lists, and pitching stories to the media.

## CERTIFICATES

### Certified Public Relations Manager (CPRM)

Oct 2020

### Certified Strategic Communications Professional (SCPro™)

Sep 2019