

# Maribell Golisch

Public Relations Specialist

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## Education

### Bachelor of Science in Public Relations at Brigham Young University, UT

Aug 2015 - May 2019

I have learned how to manage and create effective public relations campaigns, how to write persuasive press releases and how to work with the media.

## Links

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

## Skills

Writing

Editing

Research

Media Relations

Communications Strategy

Event Planning

Social Media

## Languages

English

Japanese

## Profile

I bring over three years of experience in public relations and have a proven track record in executing successful campaigns. I am an expert at media relations, creating content, and managing social media platforms. My skills help me to effectively communicate with the public and promote my client's brand. I have a deep understanding of how to build relationships with key stakeholders and create positive press coverage.

## Employment History

### Public Relations Specialist at BlueChip Communications, ID

Apr 2022 - Present

- Wrote and distributed press releases to local, state, and national media outlets leading to an increase in coverage by 15%.
- Secured 30 speaking engagements for the CEO at industry conferences.
- Crafted messaging for a new product launch that resulted in a 5% increase in sales.
- Led social media campaigns that garnered 2 million impressions and 500 new followers.
- Wrote articles for the company blog which received 10,000 views per month on average.
- Managed all aspects of events including budgeting, vendor relations, promotional materials, etc. resulting in successful execution with positive feedback from attendees..

### Public Relations Associate at The White House, ID

Sep 2019 - Feb 2022

- Wrote and distributed press release that resulted in 15 media placements.
- Led social media efforts resulting in a 12% increase in followers.
- Developed relationships with 20 local, regional, and national news outlets.
- Wrote monthly newsletter that achieved an open rate of 35%.
- Planned and executed 3 successful events with over 250 attendees each.
- Managed budget of \$10,000/month.

## Certificates

### Certified Public Relations Specialist (CPRS)

Dec 2020

### Certified Strategic Communications Specialist (CSCC)

Jul 2019

## Memberships

American Marketing Association

Public Relations Society of America