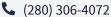
Maribell Golisch

Public Relations Specialist

<u>maribell.golisch@gmail.com</u>



1234 Elm Street, New York, NY 10001

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

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