



Richie Grismore

Public Relations Specialist

I have over 3 years of experience as a Public Relations Specialist. I have extensive experience in media relations, event planning, and social media management. I am an expert at creating and executing PR campaigns that generate positive publicity for my clients. I have a proven track record of successfully managing multiple projects simultaneously while maintaining strict deadlines. My superior communication skills allow me to effectively manage relationships with both internal and external stakeholders.

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2187 Roosevelt Avenue, 
Jackson Heights, NY 11372

Education

Bachelor of Science in Public Relations at Syracuse University, NY

Sep 2015 - May 2019

I have learned how to communicate with people, how to write and edit text, and how to use social media for business purposes.

Links

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

Skills

Writing



Editing



Research



Media Relations



Communications Strategy



Event Planning



Social Media



Employment History

Public Relations Specialist at FleishmanHillard, NY

Jun 2022 - Present

- Wrote and distributed press releases to local, state, and national media outlets which resulted in positive coverage of the company.
- Organized and executed a successful publicity campaign which led to an increase in sales by 10%.
- Developed relationships with key members of the media which helped secure favorable coverage for the company.
- Successfully organized and managed several high-profile events that generated significant positive exposure for the company.
- Created social media content that increased followers by 20% while also engaging existing followers resulting in more website traffic.

Public Relations Associate at Ketchum, NY

Aug 2019 - Apr 2022

- Wrote and distributed press releases that resulted in an average pickup rate of 85%.
- Created social media content across platforms that increased engagement by 15%.
- Planned and executed events for up to 500 people.
- Negotiated with vendors to secure cost-effective contracts.
- Developed relationships with key members of the media.
- Wrote speeches for company executives that were delivered at high-profile industry events.

Certificates

Certified Public Relations Specialist (CPRS)

Nov 2020

Certified Strategic Communications Specialist (CSCC)

Mar 2019

Memberships

American Marketing Association

Public Relations Society of America