



Neely Czaban

Public Relations Specialist

I have over three years of experience as a Public Relations Specialist. I am an expert at crafting and executing public relations campaigns that generate positive media coverage, increase brand awareness, and drive sales. I have a proven track record of success in working with clients in various industries, including technology, retail, fashion, and healthcare. My skills include media relations, event planning/management, crisis communications management

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1600 Pennsylvania Ave, 
Washington, DC 20500

Education

Bachelor of Arts in Public Relations at University of Florida

Aug 2015 - May 2019

Some skills I've learned are effective communication, writing, and media relations.

Links

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

Skills

Writing



Editing



Research



Media Relations



Communications Strategy



Event Planning



Social Media

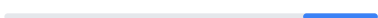


Languages

English



Spanish



Employment History

Public Relations Specialist at Hill+Knowlton Strategies, FL

Apr 2022 - Present

- Wrote and distributed press release that resulted in 15% increase in web traffic.
- Arranged interviews with local news outlets that led to a 5% increase in brand awareness.
- Developed social media strategy that increased followers by 10,000 over six months.
- Wrote blog post series on industry trends which garnered 500 new subscribers.
- Implemented an influencer marketing campaign resulting in a 20% sales lift.
- Successfully pitched stories to top-tier publications, leading to 25 placements.

Public Relations Associate at Edelman, FL

Aug 2019 - Mar 2022

- Wrote and distributed press releases to local, state, and national media outlets resulting in increased awareness of the organization among target audiences.
- Developed relationships with key members of the media which led to regular positive coverage of the organization in print, online, and broadcast news outlets.
- Planned and executed successful public relations campaigns that generated significant increases in website traffic and social media engagement.
- Crafted messaging for a variety of marketing materials including brochures, fact sheets, annual reports, email newsletters, etc. which helped communicate complex information clearly to diverse audiences.

Certificates

Certified Public Relations Specialist (CPRS)

Nov 2020

Certified Strategic Communications Specialist (CSCC)

Aug 2019