

# Jetta Wisnoski

Public Relations Specialist

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## Education

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

Sep 2014 - May 2019

I have learned how to manage relationships between an organization and the public, how to build and maintain a positive reputation, and how to effectively communicate with different audiences.

## Links

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

## Skills

Writing

Editing

Research

Media Relations

Communications Strategy

Event Planning

Social Media

## Languages

English

Bengali

## Profile

I am a Public Relations Specialist with over 3 years experience. I have worked in various industries, including the technology, retail, and nonprofit sectors. I have an extensive background in media relations, event planning, and social media strategy. In my previous roles, I have successfully secured press coverage for clients in top-tier publications such as The New York Times, Wall Street Journal

## Employment History

### Public Relations Specialist at Gephardt Group, UT

May 2022 - Present

- Wrote and distributed press releases to local, state, and national media outlets which resulted in increased coverage of the company.
- Planned and executed a successful social media campaign which garnered over 100,000 impressions.
- Developed relationships with key members of the media which led to more favorable coverage for the company.

### Public Relations Associate at N4A Communications, UT

Jul 2019 - Apr 2022

- Wrote and distributed press releases to local, state, and national media outlets.
- Arranged interviews for clients with print, broadcast, and online journalists.
- Wrote articles for client newsletter that increased open rates by 15%.
- Planned and executed a successful social media campaign that generated over 50k impressions in one week.
- Researched industry trends and utilized them to create targeted messaging for clients.

## Certificates

### Certified Public Relations Specialist (CPRS)

Nov 2020

### Certified Strategic Communications Specialist (CSCC)

Jun 2019

## Memberships

American Marketing Association

Public Relations Society of America